

Chanakya Niti: Redefining Future Management Trends



NIILM Centre for Management Studies, Delhi, has emerged the winner in the 11th National Student Management Games. At the PSG Institute of Management, Coimbatore nine teams from various parts of the country competed with each other for the finals. The groups were selected from the semi-finals.

For the finalists, gaming was serious business. With eyes fixed on the laptop screen, they discussed strategies and drew up action plans for nerve-racking business problems. The game is all about replicating actual business situations.

Conducted by the All India Management Association (AIMA), the games are very popular among the management students. Each group had a chief executive officer, chief operating officer, chief marketing officer and a chief financial officer.

Each group was given a company and asked to manage it. They had to take business decisions considering a fluctuating economy and market conditions. "Simulation games test the real potential of the students. They get an opportunity to apply their theoretical knowledge," said S.C.Tyagi, Assistant Director of AIMA.

The National Finale was held at Coimbatore on 16th October 2007. A total 263 teams across the country participated in the competition. Initially teams were divided into four regions. A total of 28 teams qualified for the National Semi-finals. Out of that top 9 teams reached National finals. The team members from NIILM-CMS Mayank Aggarwal, Ravi Bindal, Shilpa J and Vikas Mehrotra won Rs. 40,000 in cash.

