



SWAMI RAMA HIMALAYAN UNIVERSITY

School of Management Studies

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Report on CESIM Business Simulation Workshop Report

24th & 25th July 2025

Venue: HSET Computer Lab -2, SRHU

Participants: 15 Faculties

Day 1 – 24 July 2025

Session 1: Marketing Simulation – *Pricing*

Time: 10:00 – 11:30 AM

The workshop commenced with an overview of CESIM and its applications in academic settings. The first session focused on **Marketing** with an emphasis on **Pricing Strategies**. Mr. Jugran demonstrated how pricing decisions affect product positioning, market share, and profitability. Faculty members were guided through a live simulation where they made pricing decisions for a virtual product and observed the impact on customer behavior and competitor reactions.

Key Learning Outcomes:

- Understanding price elasticity.
- Impact of pricing on brand image and sales volume.
- Role of competitive pricing in market positioning.

Session 2: Human Resources Simulation – *HR Planning*

Time: 11:30 AM – 1:00 PM

This session explored the strategic management of human capital. The simulation allowed faculty to make staffing decisions, design training programs, and manage employee costs. The facilitator highlighted the link between HR planning, employee performance, and organizational outcomes.

Key Learning Outcomes:

- Workforce planning based on demand and budget.
- Optimizing training vs. cost balance.
- Employee retention strategies.

Session 3: Customer / Sales Simulation – *Sales Management*

Time: 2:00 – 3:30 PM

Focused on customer behavior and sales forecasting, this session allowed participants to manage sales force allocation, incentives, and CRM strategies. Faculty were tasked with setting targets and analyzing market segments to boost revenue.

Key Learning Outcomes:

- Aligning sales targets with market potential.
- Use of CRM tools in simulation.
- Measuring and improving sales team performance.

Day 2 – 25 July 2025

Session 4: Finance Simulation – *Cost-Volume-Profit (CVP) Analysis*

Time: 10:00 – 11:30 AM

The day began with a finance simulation focusing on CVP analysis. Faculty members learned how to forecast profit margins based on changes in fixed and variable costs and sales volumes. The facilitator introduced break-even analysis and explained decision-making under different cost structures.

Key Learning Outcomes:

- Break-even point calculation.
- Analyzing cost behavior and profit planning.
- Decision-making under financial constraints.

Session 5: General Management Simulation – *Local Business*

Time: 11:30 AM – 1:00 PM

This session simulated the management of a local business, involving multi-functional decision-making across marketing, operations, finance, and HR. The exercise emphasized integration and coordination of departmental strategies.

Faculty members were encouraged to take cross-functional decisions to optimize business outcomes.

Key Learning Outcomes:

- Strategic alignment across departments.
- Leadership in a competitive local business environment.
- Performance evaluation using simulation results.

Session 6: Operations & Supply Chain Simulation – *Value Chain*

Time: 2:00 – 3:30 PM

The final session addressed operational efficiency and supply chain optimization. Faculty simulated production planning, inventory management, and logistics decisions.

Mr. Jugran emphasized the importance of synchronizing operations with customer demand and market trends.

Key Learning Outcomes:

- Balancing production and inventory costs.
- Efficient supply chain flow management.
- Integrating operations into the overall value creation process.

Overall Outcome and Feedback:

- The workshop received highly positive feedback from faculty participants.

- It provided hands-on experience in decision-making and strategic thinking through simulation-based pedagogy.
- Faculty appreciated the practical orientation and found it directly applicable to classroom teaching.

Conclusion:

The CESIM Business Simulation Workshop successfully achieved its objective of preparing faculty to integrate simulation tools into their curriculum. The sessions provided in-depth exposure to real-time business challenges and decision-making.

This initiative marks a significant step toward experiential learning at the School of Management Studies, SRHU.



Inaugural Ceremony of Workshop on Simulation Workshop