



Gujarat Technological University

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School of Management Studies

Report on AIU-AADC Sponsored Faculty Development Programme “Business Simulation and Digitalization for Effective Decision Making”

- 1) Title of Event: AIU-AADC Sponsored Faculty Development Programme “Business Simulation and Digitalization for Effective Decision Making”
- 2) Type of Event: Faculty Development Programme
- 3) Date, Time and Venue of the Event: 16th June – 20th June 2025, School of Management Studies, GTU
- 4) Description of Event:

Day 1 – Monday, 16th June 2025

Understanding Simulation as a Methodology

Speaker: Ms. Roopa Gajwani, LearnBiz Simulations

- Introduced the concept of business simulation as an active learning methodology.
- Discussed how simulations replicate real-world business dynamics to build decision-making, strategic thinking, and leadership skills.
- Covered theoretical frameworks and learning outcomes of simulation-based training.

Experiencing Simulation as a Participant

- Participants engaged in a live simulation game where they played decision-makers of virtual companies.
- Involved real-time decisions in operations, marketing, HR, and finance.
- Focused on analyzing business reports and KPIs, then refining decisions accordingly.
- Provided foundational exposure to:
 - Choosing strategies and making decisions
 - Reading simulation-based reports
 - Understanding simulation results and scoring

Day 2 – Tuesday, 17th June 2025



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Debriefing Simulation Results

Speaker: **Ms. Roopa Gajwani**

- Participants analyzed outcomes of the previous day's simulation.
- Identified cause-effect relationships in strategic decisions.
- Explored how group dynamics and market responses affect outcomes.
- Emphasis was placed on reflective learning and feedback analysis.

Integrating Simulation in Curriculum

- Discussed various simulation platforms and types available for academic integration.
- Covered strategies to use simulations for:
 - Enhancing learning outcomes
 - Assessment of skills like decision-making, teamwork, and strategic planning
- Introduced faculty resources for implementing simulations in classroom settings.
- Explained grading mechanisms and evaluation rubrics for simulated tasks.

Day 3 – Wednesday, 18th June 2025

Hands-on Experience with Harvard Business Publishing Simulations

Speaker: Mr. Daryl D'Souza, Harvard Business Publishing

- Provided access to real HBP simulations.
- Participants practiced managing virtual organizations under different case scenarios.
- Covered:
 - How to deploy simulations in class using the Harvard platform
 - Managing faculty dashboards, student access, and grading
 - Walkthroughs of simulations in strategy, operations, marketing, and leadership
- Focused on case-based learning using dynamic decision paths and immediate feedback.

Day 4 – Thursday, 19th June 2025

Introduction to Odoo & Resource Allocation

Speaker: Odoo Implementation Team

- Covered basics of the Odoo ERP interface, module navigation, and user management.
- Participants configured virtual company environments.
- Assigned resources and set up product categories, vendors, inventory levels.

Buy & Sell Case



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- Participants operated a procurement-to-sales cycle using Odoo.
- Handled purchasing raw materials, managing inventory, and fulfilling sales orders.

Run a Store Case

- Simulated a retail operation using POS module.
- Involved configuring payment methods, managing cash flow, and handling customer orders.

Day 5 – Friday, 20th June 2025

Manufacture Case

Speaker: Odoo Team

- Focused on configuring and executing a manufacturing process in Odoo.
- Simulated a make-to-order workflow using BoM (Bill of Materials), work centers, and production orders.

Sell Service & Manage Your Team Cases

- Hands-on on selling digital services (vs. physical products).
- Involved managing project deliverables and allocating employees to tasks.
- Focused on using Odoo HR & Project modules for performance tracking.

Valedictory & Certificate Distribution

- Summary of the five-day FDP.
- Participant feedback was collected and shared.
- Certificates of Participation were awarded by the organizing team.
- Valedictory address emphasized the growing importance of digital skills in management education.

5) List and number of Participants: Total 40 Participants from different Universities and GTU Affiliated Colleges

6) Feedback of the Event: Participants highly appreciated the relevance of business simulations in modern pedagogy. The hands-on experience with Harvard and Odoo tools was particularly well-received for its practicality. Faculty expressed that the sessions significantly enhanced their ability to teach management concepts with real-world applications. Experts provided deep insights into digital decision-making processes, fostering



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innovation in classroom delivery. The FDP concluded with positive testimonials highlighting the transformative learning and interactive teaching methods.

7) Photos of the Event:





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