

## **NHRDN *Online* International Management Simulation Challenge (20-27 July 2017)**

National HRD Network (NHRDN) is the fastest growing apex body for HR Professionals committed to promoting People Leadership in India and enhancing their capability to compete globally, thereby creating value for society. NHRDN conducts the Indian Management Simulation Challenge, a National Competition, every year. This year, NHRDN is pleased to announce the Online International Management Simulation Challenge (IMC) to be held from 20-27 July 2017.

A Simulation Challenge is a niche program and considered an effective tool for the empowerment and mediation of business content learning. It acts as a serious game, which contributes to learning through a simulation of real-life situations and hones participants' business skills in a fierce competitive business environment.

### About NHRDN *Online* International Management Simulation Challenge

A Business Case Study of a virtual company will be provided to all participating teams. Team take decisions related to Price, Output, Advertising, Marketing, Raw Material Acquisition, Changes in Plant Capacity, Labour Rate etc. On the basis of decisions of each team, results are generated by the software in the form of reports – for example, Profit and Loss Statements, Balance Sheets, Production Reports, Sales Reports, and Total Industry Reports – at the end of each Round.

### Some of the key features of Online Challenge are

Participation is on Complimentary Basis i.e. no participation fees. A team of 2-3 members is invited from Corporate, Academicians and Students from Global Community. Communication and Correspondence is in English. International Champion Team will be invited to participate in the Grand Finale of NHRDN 4<sup>th</sup> IMC 2017 on 23 September 2017 to compete for Prize Money and Trophies.

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