

Event Name	CESIM - Master Trainer Programme
Topic:	Day 1: Customized Mobile case - Introduction to concepts and Instructor interface Day 2: Instructor interface to professors to play simulation game as teams Day 3: Background, Operations, Market Areas & Measures of Performance
Date: (DD/MM/YYYY)	Day 1: 27/06/2024 Day 2: 28/06/2024 Day 3: 29/06/2024
No. of Days:	3
Start Time: End Time:	Day 1: 10:00 AM – 4:00 PM Day 2: 10:00 AM – 4:00 PM Day 3: 10:00 AM – 1:00 PM
Venue Campus Name & Place:	306
Section/Semester:	Faculty Members (attached in mail)
Batch:	-
Mod of Event Offline/ Online (Provide Virtual Link)	Offline
Name of Guest:	Mr. Prijin Philip
Guest Designation:	Customer Success Manager
Company Name:	CESIM Pvt. Ltd
Event Coordinators Name & Contact No.	Dr. Yoganathan S , 9148425333
Collaboration & Association (Company Name,	CESIM Pvt. Ltd
Guest Email Id:	-
Guest Contact Number:	-
Moderator (if any)	-
No. of Participants	20
Professional Photographer Name & Contact No.:	Mr. Charan K J, 8660296113
Feedback:	No.
Brochure/Poster: (if any)	-

Budget of the Program (if any):	-
Revenue Collected: (if any)	-

1. Introduction:

CESIM company provides vendor services to CMS Business School, Jain (Deemed to be University) in the area of Business simulation games software which are invaluable tools in MBA programme education.

The Microsimulation provides participants with a comprehensive experience in managing the manufacturing business. This simulation is designed to cover critical aspects of market analysis which includes understanding the scenario, forecasting growth and market share, production basics, marketing basics, innovation basics and finance basics.

To facilitate the same, CESIM has arranged “Master Trainer Programme” by picking 20 area wise faculty members to train them.

2. Activity Overview: CESIM - Master Trainer Programme

Customized Mobile case

- Introduction to concepts and Instructor interface
- Instructor interface to professors to play simulation game as teams
- Background
- Operations
- Market Areas
- Measures of Performance

3. Summary and Key Learnings of the session:

CESIM company provides vendor services to CMS Business School, Jain (Deemed to be University) in the area of Business simulation games software which are invaluable tools in MBA programme education.

The Microsimulation provides participants with a comprehensive experience in managing the manufacturing business. This simulation is designed to cover critical aspects of market analysis which includes understanding the scenario, forecasting growth and market share, production basics, marketing basics, innovation basics and finance basics.

To facilitate the same, CESIM has arranged “Master Trainer Programme” by picking 20 area wise faculty members to train them. They further train the remaining faculty workforce to incorporate business simulation games into academic curriculum which ultimately benefits student community for the various benefits listed below.




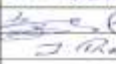


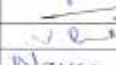
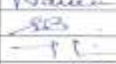



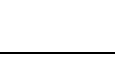

- Applied Learning: They provide hands-on, real-world experience in managing a business, allowing students to apply theoretical knowledge.

- **Decision-Making Skills:** These games hone decision-making skills by requiring students to make critical choices in a risk-free environment.
- **Complex Problem Solving:** MBA students learn to tackle complex business problems, fostering analytical thinking and creativity.
- **Team Collaboration:** They promote teamwork as students often work in groups, enhancing communication and leadership abilities.
- **Strategic Thinking:** Business simulations require strategic planning and execution, preparing students for leadership roles.
- **Risk Management:** Students learn to manage and mitigate risks, a crucial skill in the business world.
- **Market Understanding:** They deepen students' understanding of market dynamics, competition, and customer behavior.
- **Financial Literacy:** Participants develop financial acumen by managing budgets and analyzing financial reports.
- **Adaptability:** They teach adaptability as students must respond to changing market conditions and make adjustments.
- **Performance Assessment:** Instructors can assess students' performance objectively, offering valuable feedback for improvement.

In sum, business simulation games bridge the gap between theory and practice, equipping future business leaders with the skills and experience needed to excel in the corporate world.

4. **Participant details:** Attached separately in mail

5. **Attendance records:** Attached separately in mail

CESIM - Master Trainer Faculty List 2024				
Sl.No	Faculty Name	Mail ID	Department / Area	Signature
1	Dr. Pradeep Kumar	dr.pradeepkumar_r@cms.ac.in	Strategic Management - Subject Faculty Coordinators	
2	Dr. Sarangeeseni	dr.sarangeeseni.nivarthi@cms.ac.in		
3	Dr. Syed Kazim	dr.syed_kazim@cms.ac.in		
4	Dr. Sharieff	dr.sharieffmsh@cms.ac.in		
5	Dr. Moovendhan	dr.moovendhan_v@cms.ac.in		
6	Capt. Vaibhav Goutham	vaibhavsuresh@cms.ac.in		
7	Dr. Madhu Chandrika	dr.madhuchandrika@cms.ac.in	General Management	
8	Dr. Ravishankar S Ulle	dr.ravishankarulle@cms.ac.in	LSCM & SOM	
9	Dr. Praveen Gujar	dr.praveengujar@cms.ac.in	Business Analytics	
10	Dr. Nalini Sunil	dr.nalini_n@cms.ac.in	OB & HRM	
11	Dr. Krishna Koppa	krishnakoppa@cms.ac.in	Marketing	
12	Dr. Vishal Soedan	dr.vishalsoedan@cms.ac.in	Marketing	
13	Dr. Anurag Jain	anuragjain@cms.ac.in	Marketing	
14	Dr. Vijayalakshmi P	dr.vijayalakshmi@cms.ac.in	EHVC	
15	Dr. Shashank Hiremath	dr.shashank_hiremath@cms.ac.in	Finance	
16	Dr. Lourden Selvamani	dr.lourden_selvamani@cms.ac.in	Finance	
17	Mr. Naveen Kumar	naveenkumar_v@cms.ac.in	Business Analytics	
18	Dr. Somnath Bhattacharya	dr.somnath_bhattacharya@cms.ac.in	Business Analytics	
19	Mr. Thilak Reddy	thilak_reddy@cms.ac.in	LSCM & SOM	
20	Dr. Yoganathan	dr.s.yoganathan@cms.ac.in	LSCM & SOM	



CESIM - Master Trainer Faculty List 2024

Date: 28 June 2024
Venue: 306
Time: 10am - 4pm(Afternoon)

Sl.No	Faculty Name	Mail ID	Department / Area	Signature
1	Dr. Pradeep Kumar	dr.pradeepkumar_r@cms.ac.in	Strategic Management - Subject Faculty Coordinators	
2	Dr. Sarangapani	dr.sarangapani.nivarthi@cms.ac.in		
3	Dr. Syed Kazim	dr.syed_kazim@cms.ac.in		
4	Dr. Sharieff	dr.sharieffsh@cms.ac.in		
5	Dr. Moovendhan	dr.moovendhan_v@cms.ac.in		
6	Capt. Vaibhav Goutham	vaibhavsuresh@cms.ac.in		
7	Dr. Madhu Chandrika	dr.madhuchandrika@cms.ac.in	General Management	
8	Dr. Ravishankar S Ullie	dr.ravishankarulle@cms.ac.in	LSCM & SOM	
9	Dr. Praveen Gujjar	dr.praveengujjar@cms.ac.in	Business Analytics	
10	Dr. Nalini Sunil	dr.nalini_m@cms.ac.in	OB & HRM	
11	Dr. Krishna Koppa	krishnakoppa@cms.ac.in	Marketing	
12	Dr. Vishal Soodan	dr.vishalsoodan@cms.ac.in	Marketing	
13	Dr. Anurag Jain	anuragjain@cms.ac.in	Marketing	
14	Dr. Vijayalakshmi	dr.vijayalakshmi@cms.ac.in	ENVC	
15	Dr. Shashank Hiremath	dr.shashank_hiremath@cms.ac.in	Finance	
16	Dr. Lourden Selvamani	dr.lourden_selvamani@cms.ac.in	Finance	
17	Mr. Naveen Kumar	naveenkumar_v@cms.ac.in	Business Analytics	
18	Dr. Somnath Bhattacharya	dr.somnath_bhattacharya@cms.ac.in	Business Analytics	
19	Mr. Thilak Reddy	thilak_reddy@cms.ac.in	LSCM & SOM	
20	Dr. Yogananthan	dr.s_yogananthan@cms.ac.in	LSCM & SOM	

CESIM - Master Trainer Faculty List 2024

Date: 29 June 2024
Venue: 306
Time: 10am - 1pm

Sl.No	Faculty Name	Mail ID	Department / Area	Signature
1	Dr. Pradeep Kumar	dr.pradeepkumar_r@cms.ac.in	Strategic Management - Subject Faculty Coordinators	
2	Dr. Sarangapani	dr.sarangapani.nivarthi@cms.ac.in		
3	Dr. Syed Kazim	dr.syed_kazim@cms.ac.in		
4	Dr. Sharieff	dr.sharieffsh@cms.ac.in		
5	Dr. Moovendhan	dr.moovendhan_v@cms.ac.in		
6	Capt. Vaibhav Goutham	vaibhavsuresh@cms.ac.in		
7	Dr. Madhu Chandrika	dr.madhuchandrika@cms.ac.in	General Management	
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13	Dr. Anurag Jain	anuragjain@cms.ac.in	Marketing	
14	Dr. Vijayalakshmi	dr.vijayalakshmi@cms.ac.in	ENVC	
15	Dr. Shashank Hiremath	dr.shashank_hiremath@cms.ac.in	Finance	
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17	Mr. Naveen Kumar	naveenkumar_v@cms.ac.in	Business Analytics	
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19	Mr. Thilak Reddy	thilak_reddy@cms.ac.in	LSCM & SOM	
20	Dr. Yogananthan	dr.s_yogananthan@cms.ac.in	LSCM & SOM	

6. Participants’ Feedback, Feedback Analysis, and Attainment Calculation: (if Applicable)
-NA-

7. Proposals for the Event/Programme: -NA- shared earlier

8. Minutes of Meetings: -NA-

9. Trailing Emails/communications:

CESIM – Master Trainer Program Status Links

C CMS Business School cmsbs@cms.ac.in Jun 26, 2024, 11:03AM

To Pradeep, Sarangapani, Syed, Sharief, Dr. Vaibhav, Madhuchandrika, Ravishanker, Praveen, M. Krishna, Vishal, Anurag, Vijayarajeshwari, Shashank, Dr. Naveen, Dr. Thilak, S. CMSBS, pcpj@pbi.in

Dear Colleagues,

Greetings of the day.

A Training cum interactive session with **CESIM** executive Mr. Pijin Philip is scheduled for the following faculty who have been identified and recommended by the concerned Area for the purpose of “**CESIM – Master Trainer Program**” on the below mentioned dates .

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S.No	Faculty Name	Mail ID	Department / Area
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20	Dr. Yoganeswaran	dr.yoganeswaran@cms.ac.in	LSCM & SOM

- 1) 27th June, 2024 (Thursday) at 10:00 am to 4:00 pm.
- 2) 28th June, 2024 (Friday) at 10:00 am to 4:00 pm.
- 3) 29th June, 2024 (Saturday) at 10:00 am to 1:00 pm in Lab – 308

All faculty should attend the training without fail.

Best Regards,

Hareesh Anilraj Prasad, PhD
Professor & Dean
JGI (Deemed-to-be University)
CMS Business School

Photos

1) Day – 1



27/06/2024 - 10:00 AM – 4:00 PM, Venue – 306



27/06/2024 - 10:00 AM – 4:00 PM, Venue – 306

Day – 2



28/06/2024 - 10:00 AM – 4:00 PM, Venue – 306

Day – 3



29/06/2024 - 10:00 AM – 1:00 PM, Venue – 306

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