**LUCKNOW MANAGEMENT ASSOCIATION**

**Online Simulation based Training for *Running a Business Enterprise***

Lucknow Management Association is a top ranking affiliate of All India Management Association, the apex body for proliferation of theory and practice of Management. LMA has won the best association award for 2015-16 consecutively for the third year. Please visit [www.lmalucknow.in](http://www.lmalucknow.in/) for details about LMA.

This is to announce the subject programme which to be conducted on 11 February 2017 shall now be conducted on 4 March 2017. The details are as under. Please read these carefully and circulate this document widely in your institution/organization.

**Introduction**

It is a unique online daylong programme which exposes the participant to practical knowledge of management required for running an enterprise. It provides hands on training in leadership, strategy, teamwork, marketing, operations, finance and entrepreneurship in real life companies’ thorough simulation technique. It challenges the participants at a business game to drive business skills, making the entire journey competitive and fun oriented.

**Methodology**

Participants can participate from their institutions/company premises/home with a computer and access to the internet. Participants in group of three or four (sitting together as a Board of Directors) are put in charge of virtual companies, which compete against each other in a series of simulated rounds. Detailed analysis is provided at the end of each simulation round, which helps the participants improve their decisions for the next round. This will be done in an online classroom where-in important concepts shall be discussed and results of the participants shall be reviewed. The participants can communicate with the administrator on phone or chat. Participants would require laptops/desktops with Internet connection enabled from their own premises.

**To whom targeted**

(i) Students in Business/Commerce/Economics taking courses like BBA, MBA, MBE, MFC, M.A. (Economics) or M.Com who wish to get actual experience of running a business and (ii) working executives in companies at any level. Groups of students and working executives will be evaluated separately for competitive performance.

**Timings**

The simulation training would be conducted in the form of a one day workshop on **4 March 2017 from 9 am to 5 pm** with Lunch break from 1 pm to 2 pm.

**Certificates and recognition**

Certificate of participation will be given to all registered participants. Based on computer based assessment, certificates to winners and runners up will be given in each category of students and corporate. A trophy shall be given to the institution/company of wining and runners up teams.

**Registration and investment**

Programme is run online at an affordable fee so that everybody who is interested can benefit from this initiative from LMA. Institutions/companies may send nominations of their teams for the programme on the attached Registration Form along with prescribed registration Fee. **Last date of receiving registration is 2 March 2016 at 4 pm.** There is ceiling of 15 on the number of teams which can be nominated by an Institution/Company. Extra over 15 teams shall be registered only with approval of LMA. A reduced **Registration fee is Rs.100/ student (four or there per team) and Rs. 1500/team of three or four of working executives** (inclusive of service tax) payable in cash or cheque drawn in favour of Lucknow Management Association along with registration form. Students who have registered at higher Fee shall be registered at the lower fee and given the refund accordingly. Registration Form duly filled up may be mailed to Lucknow Management Association (Email: [lmalucknow1976@gmail.com](mailto:lmalucknow1976@gmail.com), ph: 0522-2258678, 918687577480) with cc to shubham@biziga.in. The registration fees (by cash or cheque) may be sent to LMA office at Scientific Convention Centre 1 Shahmina Road, Opposite Budhha Park, Chowk, Lucknow 226003. It can also be remitted electronically to LMA bank account with following details confirming the remittance details by email:

**Account Name**  : Lucknow Management Association

**Bank Name** : Indian Overseas Bank

**Bank Address** : Main Branch, Hazrat Ganj, Lucknow

**Account Number** : 020701000048102

**IFS Code** : IOBA0000207

**PAN Number** : AAAA-L0456E

**Administrators**

The programme is conducted by LMA in association with a start up called Biziga being run by a group of IIM alumni. Biziga has trained close to 15000 participants from premier business schools and top companies in India and abroad.

We would request that this information kindly be may be circulated among your students/Executives and they may be nominated for the programme.

Encl: Registration Form

Thanking you

Yours faithfully

A.K. MATHUR

Vice President

& Executive Director LMA

Cell: 9335247164

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**Online Training for *Running a Business Enterprise***

(11 February, 2017)

**Registration Form**

**General Manager,**

Lucknow Management Association,

Scientific Convention Centre,

1 Shahmina Road, Chowk,

Lucknow-226 003

Phone / Fax : 0522-2258678/8687577480

E-mail: lmalucknow1976@gmail.com

Dear Sir,

Kindly register the following for the aforesaid online training;:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Team No.** | **S.No.** | **Name** | **Designation/Class** | **Organization/**  **Institute** | **Mobile No.** | **Email Id** |
| Team-01 | 1 |  |  |  |  |  |
|  | 2 |  |  |  |  |  |
|  | 3 |  |  |  |  |  |
|  | 4 |  |  |  |  |  |
| Team-02 | 1 |  |  |  |  |  |
|  | 2 |  |  |  |  |  |
|  | 3 |  |  |  |  |  |
|  | 4 |  |  |  |  |  |

A cheque/draft/ No………………..dated…………….for Rs.…………………drawn on……………………………….……in favour of Lucknow Management Association or in cash towards Registration fee (Rs. 100/- per participant for a team of three or four students and Rs. 1500/ per team of three or four of working executives) is being sent herewith. Registration Fee can also be remitted electronically as per details given below:

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**Bank Name** : Indian Overseas Bank

**Bank Address** : Main Branch, Hazrat Ganj, Lucknow

**Account Number** : 020701000048102

**IFS Code** : IOBA0000207

**PAN Number** : AAAA-L0456E

Date: Signature……………………………………………

Name of the Sponsoring Authority

Designation…………………………………………

Name, address, Phone Nos, and e mail id of the

Organization/Institute……………………………

**(Add extra sheets as required for additional Teams)**