

Panipat Institute of Engineering and Technology

Department of Management Studies

Report on 28th AIMA BizLAB – Student Management Games (SMG) 2025

Organised by: All India Management Association (AIMA)

Regional Final Host: Panipat Institute of Engineering and Technology (PIET)

Dates: 19th–21st February 2025

National Semi-Finale: 28th March 2025, PSG Institute of Management, Coimbatore

National Finale: 29th March 2025, PSG Institute of Management, Coimbatore



28th STUDENT MANAGEMENT GAMES (SMG 2024-25)

AIMA's Student Management Games is a business simulation-based competition that provides a platform for teams from various institutes to unite and vie for the honor of their college or university. Through collaboration, knowledge, and competitive spirit, participants work together to attain glory for their academic institution.

What is Business Management Simulation?

A Management Simulation is an interactive computer-based activity designed to mimic real-world business scenarios. It offers participants the chance to oversee a business encompassing various functional domains. Through this experience, they encounter realistic competition dynamics and acquire invaluable insights into managing it effectively. Participants make strategic business choices and witness their consequences firsthand using AIMA's proprietary software tools, namely 'AIMA BIZLAB EDGE & CHANAKYA'. At its core, Management Simulation embodies the principle of 'Learning by Doing', enabling participants to gain practical knowledge and skills through hands-on engagement.

Who can participate ?

Students enrolled in MBA, PGDM, BBA, B. Com, Engineering, CFA, and equivalent professional programs are encouraged to join. Each institution may nominate a team consisting of up to 3-4 members. No prior experience in business simulation is necessary – simply bring your enthusiasm for learning and a determination to excel.

EXPERIENCE, COMPETE AND WIN!

A National Competition for the skills and thrills of running a company through Business Simulation

Dates & Regions

Chennai	05 - 07 Feb 2025
Delhi	13 - 15 Feb 2025
Ahmedabad	19 - 21 Feb 2025
Panipat	19 - 21 Feb 2025
Palakkad	26 - 28 Feb 2025
Pune	Feb 2025
Hyderabad	04 - 06 Mar 2025
Mumbai	18 - 20 Mar 2025
Bhopal	20 - 22 Mar 2025
Coimbatore	24 - 26 Mar 2025

Semi-Final – March 2025, Coimbatore
INDIA FINALE – March 2025, Coimbatore

Prize

Cash Prize: Rs. 3,100/-, Certificates, Individual Plaques & Team Trophy

*Food & Accommodation will be provided



**PANIPAT INSTITUTE OF
ENGINEERING & TECHNOLOGY**
(Approved by AICTE, New Delhi & Affiliated to Kurukshetra University, Kurukshetra)

AN AUTONOMOUS INSTITUTE



SCAN TO REGISTER

Registration & Accommodation Fee can be paid at Registration Desk

For any query, please contact: 9050622978, 9813180590, 9896501000

Panipat Institute of Engineering and Technology

Department of Management Studies

1. Introduction

The All India Management Association (AIMA), through its flagship **BizLAB – Student Management Games (SMG)**, fosters practical learning in business decision-making, strategic thinking, and teamwork among budding management professionals. The 28th edition of SMG witnessed nationwide participation with **10 regional rounds** conducted across India.

As part of this prestigious simulation competition, **Panipat Institute of Engineering and Technology (PIET)** had the honor of hosting one of the most competitive **Regional Finals** from **19th to 21st February 2025**, drawing in 40 enthusiastic student teams comprising of a total of 160 students from reputed institutions.

2. Overview of Regional Final at PIET

- **Date:** 19th–21st February 2025
- **Venue:** G Block, PIET Campus
- **Participants:** 40 teams from leading business schools and Degree Colleges
- **Expert Trainers from AIMA:**
 - **Sh. S.C. Tyagi** – Renowned Management Simulation Expert, AIMA
 - **Dr. Chandrashekhar Rastogi** – Renowned Management Simulation Expert, AIMA

Participants were engaged in intensive simulation-based training sessions led by the AIMA experts. The training covered vital aspects such as financial forecasting, market competition, capacity planning, risk management, and leadership under dynamic business conditions. Teams were evaluated based on their decision-making accuracy, business acumen, and adaptability to real-time simulated environments.



Panipat Institute of Engineering and Technology

Department of Management Studies



3. Regional Final Outcome

After three days of rigorous competition, the top 4 teams qualified for the National Semi-Finale:

- 1st Position: IMS Ghaziabad
- 2nd Position: Delhi Business School, Delhi
- 3rd & 4th Positions: Two teams from PIET



Panipat Institute of Engineering and Technology

Department of Management Studies



4. National Semi-Finale

- **Date:** 28th March 2025
- **Venue:** PSG Institute of Management, Coimbatore
- **Participants:** 20 teams (winners from all regional rounds)

Amidst fierce competition at the national level, **PIET's team emerged victorious by securing the 1st position**, thereby qualifying for the much-anticipated **National Finale**. The victory highlighted the strategic mindset, collaborative spirit, and managerial capability of PIET students.



Panipat Institute of Engineering and Technology

Department of Management Studies

5. National Finale

- **Date:** 29th March 2025
- **Venue:** PSG Institute of Management, Coimbatore
- **Participants:** Top 20 teams across India

The National Finale brought together the finest minds from India's leading business schools. The event served as a vibrant platform for students to showcase their strategic proficiency in simulated business environments representing real-world challenges.



6. Key Learnings from the Event

Participation in the 28th AIMA BizLAB SMG provided students with a host of invaluable experiences and insights, including:

a) Strategic Thinking & Decision-Making

Students were exposed to real-time business problems that required quick, data-driven decision-making, enhancing their strategic planning skills.

b) Teamwork and Collaboration

Each team had to function as a corporate management board, which strengthened coordination, role clarity, and consensus-building.

c) Leadership under Pressure

Panipat Institute of Engineering and Technology

Department of Management Studies

Time-bound simulation tasks compelled team leaders to guide their peers with clarity and composure, instilling leadership and crisis management skills.

d) Financial and Market Acumen

Participants gained deep exposure to interpreting market signals, competitor actions, financial statements, and customer dynamics in a simulated environment.

e) Competitive Spirit and Ethical Conduct

The event promoted healthy competition, sportsmanship, and the importance of ethics in business strategy and operations.

f) Exposure to Expert Mentoring

Sessions with experts like Dr. Rastogi and Sh. Tyagi provided theoretical clarity and practical implementation techniques used in corporate boardrooms.



Visit to Sri Adiyogi at Coimbatore

Panipat Institute of Engineering and Technology

Department of Management Studies

7. Conclusion

The 28th AIMA BizLAB – Student Management Games was a landmark experiential learning platform for students of PIET and other participating institutions. Hosting the regional final and excelling in both the National Semi-Finale and Finale stages significantly bolstered PIET's reputation as a center of managerial excellence. The competition underscored the importance of blending academic knowledge with real-world application, a crucial ingredient in grooming India's future business leaders.

PIET remains committed to encouraging such participative and impactful learning experiences to nurture industry-ready graduates.