



ARSHAD AYUB
GRADUATE BUSINESS SCHOOL

2024

ANNUAL REPORT

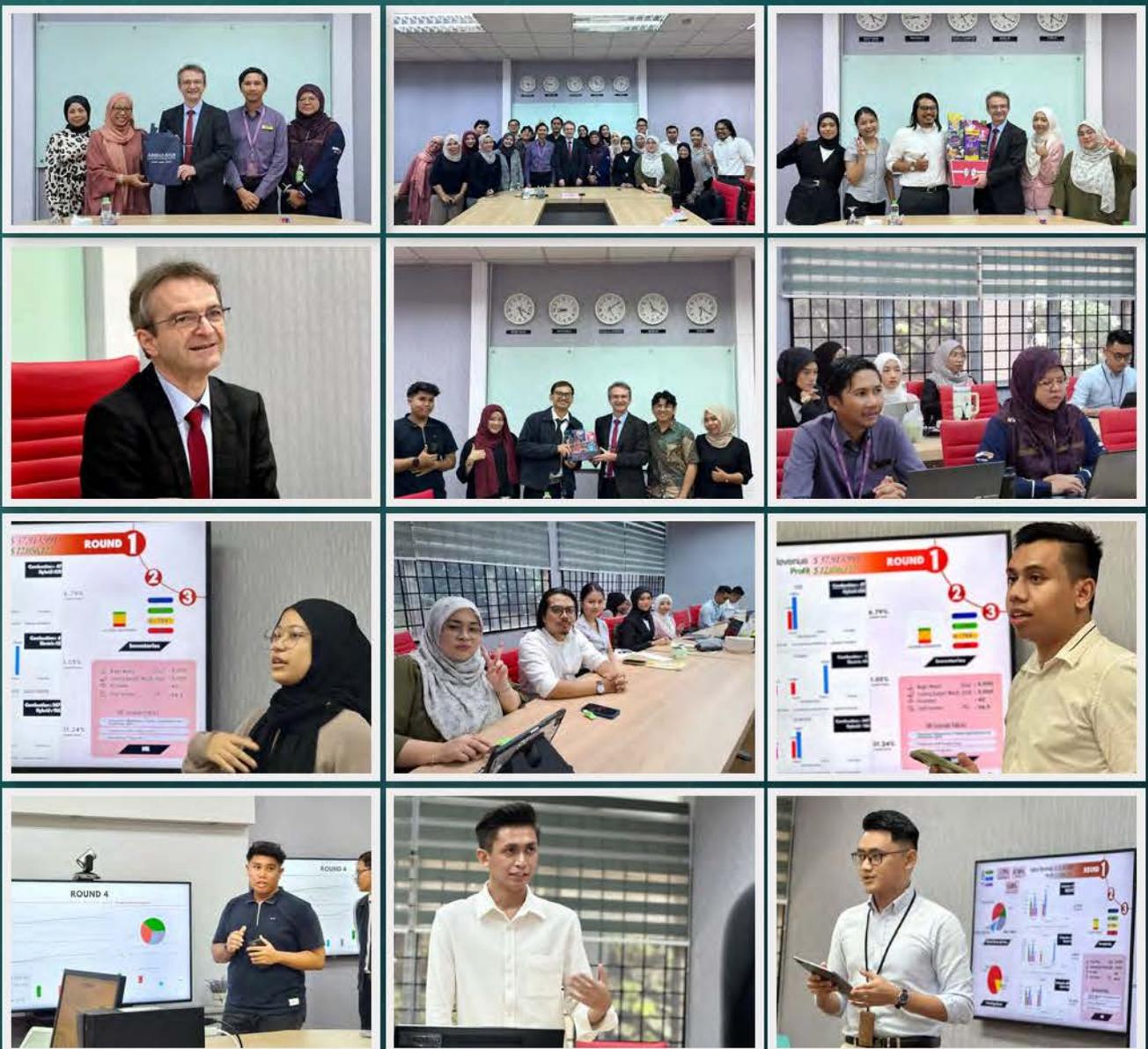
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16 NOVEMBER 2024

BUSINESS SIMULATION CHALLENGE FOR MGT786 AND MGT790 STUDENTS

The Business Simulation Challenge was successfully conducted for students enrolled in MGT786 (Global Business Strategy) and MGT790 (Strategic Management) as part of AAGBS's experiential learning approach. The simulation required students to manage a virtual company across eight competitive rounds, during which they were tasked with making strategic decisions involving financial performance, ESG requirements, and market dynamics. Through this hands-on activity, students applied theoretical knowledge to real-world business scenarios, enhancing their strategic thinking, analytical skills, and decision-making capabilities in a dynamic and competitive environment. The challenge also fostered teamwork, leadership, and adaptability, which are essential competencies for future business leaders.

The activity was guided and monitored by Visiting Professor Prof. Dr. Georg Hauer, whose expertise provided valuable direction and academic rigor to the simulation. Overall, the Business Simulation Challenge contributed meaningfully to strengthening students' practical understanding of global and strategic management concepts.





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