



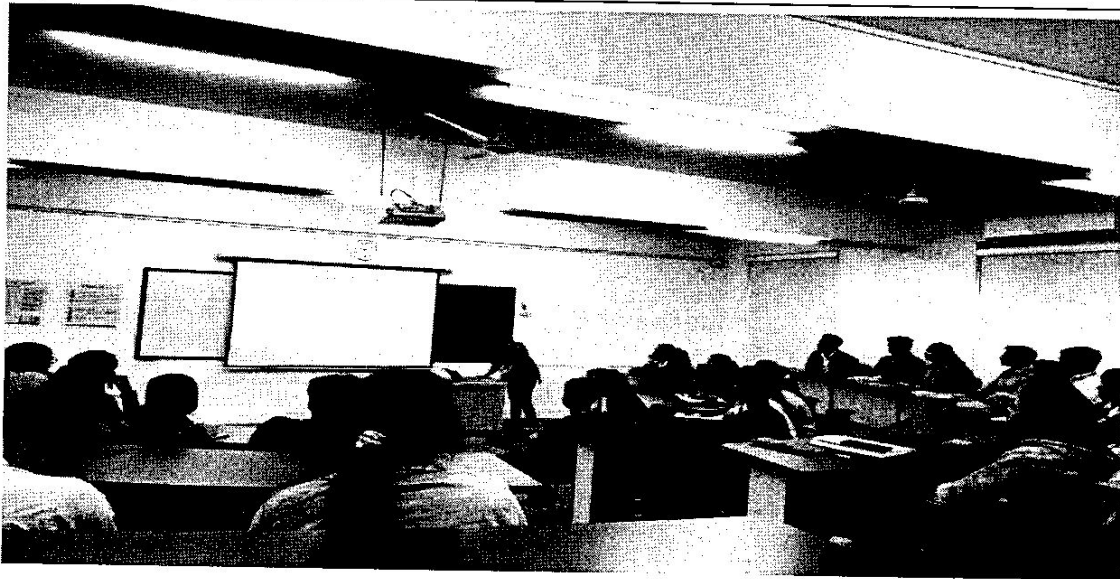
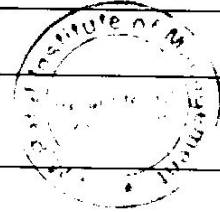
# Ganpat University

॥ विद्यया समाजोत्कर्षः ॥

V. M. Patel Institute of Management - Ganpat University

Report of Simulation - 04/12/2023

Institute and Department	V. M. Patel Institute of Management
Activity Name / Event Name/ Workshop Name	"New Venture Simulation: The Food Truck Challenge." by Prof. Pratima Talreja
Date of the event	07/12/2023
Duration	2:00 PM to 4:00 PM
Semester	1 <sup>st</sup>
Faculty Coordinator	Prof. Pratima Talreja
Number of Participants	145



# Title: "New Venture Simulation: The Food Truck Challenge"

## Introduction

This report presents a detailed analysis of the "New Venture Simulation: The Food Truck Challenge," a simulation exercise designed to test entrepreneurial skills and business acumen in the context of launching and managing a food truck business. The simulation involved making critical decisions about location, menu, pricing, marketing, and staffing.

## Simulation Overview

### Objective

The primary objective of the simulation was to successfully launch and operate a food truck business over a simulated period of 12 months, maximizing profits while managing operational challenges.

### Key Decisions

Participants were required to make decisions in the following areas:

1. Location Selection: Choosing strategic locations for the food truck based on customer demographics, competition, and foot traffic.
2. Menu Design: Crafting a menu that balances customer preferences, cost of ingredients, and preparation time.
3. Pricing Strategy: Setting competitive prices that attract customers while ensuring profitability.
4. Marketing Tactics: Implementing marketing strategies to build brand awareness and customer loyalty.
5. Staff Management: Hiring and training staff, managing schedules, and ensuring efficient operations.

## Methodology

In the "New Venture Simulation: The Food Truck Challenge," participants were grouped into teams, with each team responsible for operating a virtual food truck. This team-based approach not only fostered collaboration and division of labor but also mirrored the real-world dynamics of business management. The simulation software played a crucial role, offering real-time feedback on the teams' decisions. This feedback was comprehensive, encompassing simulated customer reactions to menu changes, fluctuating sales figures in response to pricing strategies, and varying expenses related to operational choices. These real-time updates allowed participants to immediately see the impact of their decisions, understand the intricacies of managing a small business, and adjust their strategies dynamically to improve performance. The simulation thus created a realistic and engaging learning environment, capturing the essence of running a food truck business with all its challenges and opportunities.



## Lessons Learned

1. **Adaptability:** The importance of adapting business strategies in response to market changes.
2. **Customer Focus:** Prioritizing customer satisfaction to build a loyal customer base.
3. **Financial Management:** Balancing revenue generation with cost control.
4. **Strategic Planning:** The significance of strategic decision-making in business success.
5. **Teamwork:** Collaboration within teams was essential for effective problem-solving and decision-making.

## Conclusion

The "New Venture Simulation: The Food Truck Challenge" provided valuable insights into the complexities of starting and running a food truck business. Participants gained practical experience in business management, decision-making, and adapting to market dynamics. This simulation highlighted the importance of strategic planning, customer engagement, and efficient operations in the success of a new venture.



Simulation Support, Harvard Business Publishing Education

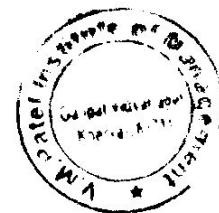
Accounting Dept. Thu, Dec 7, 2023 10:59 PM



Dear Pratima Talreja,

Thank you for trying New Venture Simulation: The Food Truck Challenge. We hope you enjoyed your experience. If you have any questions, please reply to this email and a member of our simulation support team will get back to you.

We have videos that cover the learning objectives, walk through set up, and offer debrief guidance.

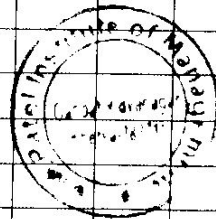


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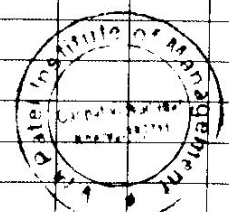
<b>Ganpat University</b>	Division- A		
<b>V.M.Patel Institute of Management</b>			
<b>MBA Sem.-II</b>			

Sub.: *Simulation*

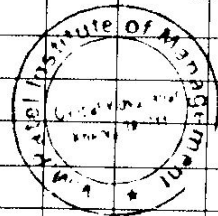
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23044311002	ADROJA UTSAV RAJNIKANTBHAI	P					
23044311003	ANAVADIYA JATINKUMAR SURESHBHAI	P					
23044311004	ASHLI BABU CHRISTIAN	P					
23044311005	BALOCH MUSKANBANU AKUBKHAN	P					
23044311006	BAROT DEEP INDRAJIT						
23044311007	BAROT INDUBEN JASHAVANTBHAI						
23044311008	BAROT KEVIN VIJAYBHAI	P					
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23044311010	BAROT TEJENDRAKUMAR BHARATKUMAR	P					
23044311011	BHADJA DHRUVI HITESHKUMAR						
23044311012	BHATIYA NEEL JIGNESHKUMAR	P					
23044311013	BHATIYA SIDDHANT KISHORBHAI	P					
23044311014	BHOYA SAGAR VIJAY	P					
23044311015	CHANDERA HARDIKKUMAR DILIPBHAI	P					
23044311016	CHAUDHARI DEVIKABEN HANUMANRAM	P					
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23044311038	JIVESHKUMAR PRAVEENKUMAR AGARWAL	P					



Ganpat University		Division- B					
V.M.Patel Institute of Management							
MBA Sem.-II							
Enroll.No.	Student Name	Sub. : <u>Simulation</u>					
		Date 7/12 P/A	Date P/A	Date P/A	Date P/A	Date P/A	Date P/A
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23044311102	PATEL JAY DIPAKBHAI	P					
23044311103	PATEL JINESH SATISHKUMAR						



Ganpat University		Division- C					
V.M.Patel Institute of Management							
MBA Sem.-II							
Enroll.No.	Student Name	Simulation					
		Date 7/12 P/A	Date P/A	Date P/A	Date P/A	Date P/A	Date P/A
23044311127	PATEL VATSALKUMAR SHAILESHKUMAR	P					
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23044311130	PATEL YASVIBEN BHARATBHAI	f					
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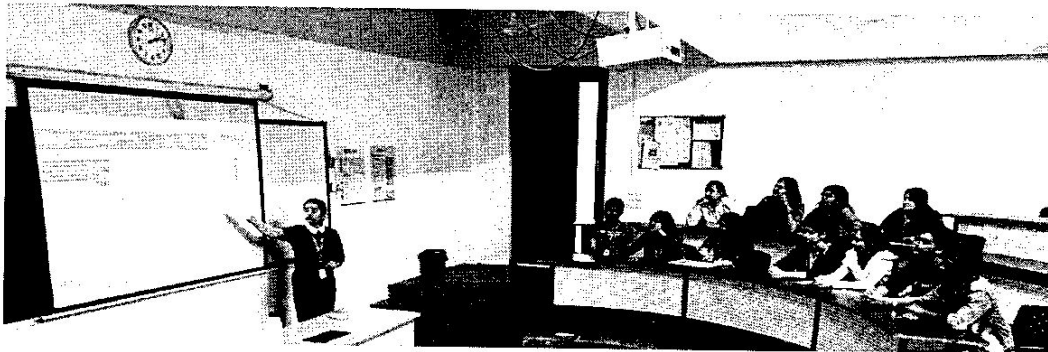
# Ganpat University

॥ विद्यया समाजोत्कर्षः ॥

V. M. Patel Institute of Management - Ganpat University

Report of Simulation - 04/12/2023

Institute and Department	V. M. Patel Institute of Management
Activity Name / Event Name / Workshop Name	Organizational Design Simulation: Evolving Structures by Prof. Anuradha Singh
Date of the event	04/12/2023
Duration	9:00 AM to 11:40 AM
Semester	3 <sup>rd</sup>
Faculty Coordinator	Prof. Anuradha Singh
Number of Participants	12



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Results:

Dynamic Structural Changes:

The simulation highlighted the necessity for organizations to embrace dynamic structural changes. Companies that adapted their structures in response to environmental changes demonstrated increased resilience and competitiveness.

Impact on Communication and Collaboration:

Changes in organizational structure had a significant impact on communication and collaboration. Flatter structures with open communication channels fostered innovation and agility, while overly hierarchical structures hindered information flow and decision-making.

Employee Satisfaction and Engagement:

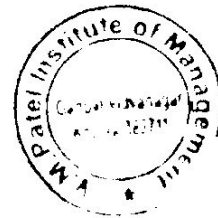
The simulation revealed a correlation between organizational structure and employee satisfaction. Flexible structures that allowed for autonomy and teamwork contributed to higher levels of job satisfaction and engagement.

Strategic Alignment:

Organizations that aligned their structures with strategic goals were better positioned to navigate challenges. The simulation underscored the importance of continuous alignment between organizational design and the broader business strategy.

Learning and Adaptation:

Participants noted the importance of a learning-oriented culture. Organizations that encouraged experimentation and adaptation were more successful in navigating uncertainties and evolving market conditions.



-  **Inbox** 13
  -  Starred
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  -  Sent
  -  Drafts
  -  More
- Labels +

HI ANURADHA SINGH,

Thank you for trying Organizational Design Simulation: Evolving Structures. We hope you enjoyed your experience.

If you have any questions about simulations, simply reply to this email and a member of our simulation support team will get back to you. We can help with questions about the student experience, technical set up, and more.

You can also visit our [Help Center](#) for resources on teaching with simulations. You'll find advice on getting started, accessing Teaching Notes, and integrating simulations in your course.

If you'd like to learn more about how simulations can support Ganpat University, let us know [here](#), and a strategic relationship manager will get in touch with you directly.

Please don't hesitate to reach out if you have any questions. We're here to help.

Sincerely,

The Customer Success Team  
Harvard Business Publishing Education  
-HECustomerSuccess@hbsp.harvard.edu



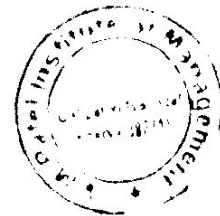


# Ganpat University

॥ विद्यया समाजोत्कर्षः ॥

V. M. Patel Institute of Management - Ganpat University  
Report of Marketing Simulation - 05/12/2023

<b>Institute and Department</b>	V. M. Patel Institute of Management – MBA - The Marketing and Intelligence Cell
<b>Activity Name / Event Name/ Workshop Name</b>	Marketing Simulation: Managing Segments and Customers V3
<b>Date of the event</b>	05/12/2023
<b>Duration</b>	01:40 PM to 02:00 PM
<b>Semester</b>	Marketing Specialization - 3 <sup>rd</sup>
<b>Expert Details</b>	Dr. Mihir Shah
<b>Faculty Coordinator</b>	Dr. Mihir Shah
<b>Number of Participants</b>	46



**Objective of the event: (why this event has organized, Brief about Importance of the event)**

The students will acquire significant real learning experience of critical aspects of marketing segments and customers that is STP (Segmentation, Targeting and Positioning) and which will be helpful to them in their professional career in the field of marketing and business.

**Flow of the event: mention the flow / schedule of the event in detail**

Session from 01:40 PM to 02:00 PM

**Significance/Outcome**

**(Include questions and answer session with expert and students, what students learn from this event, include examples shared by expert faculties during the talk etc.)**

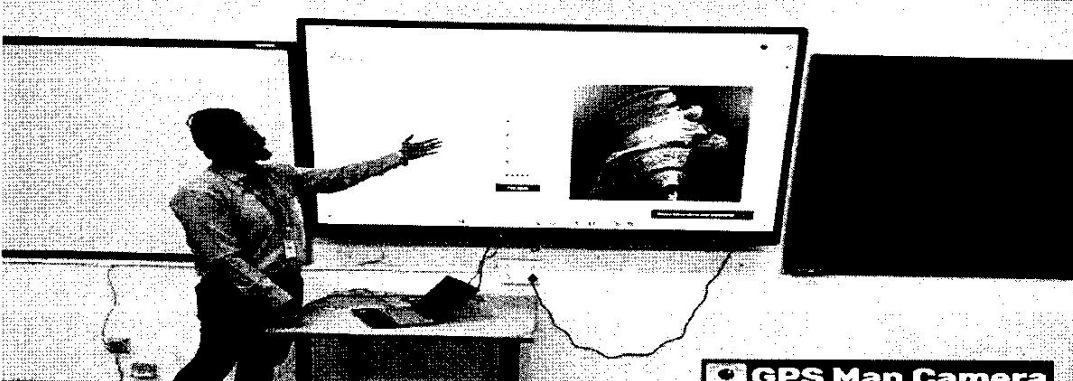
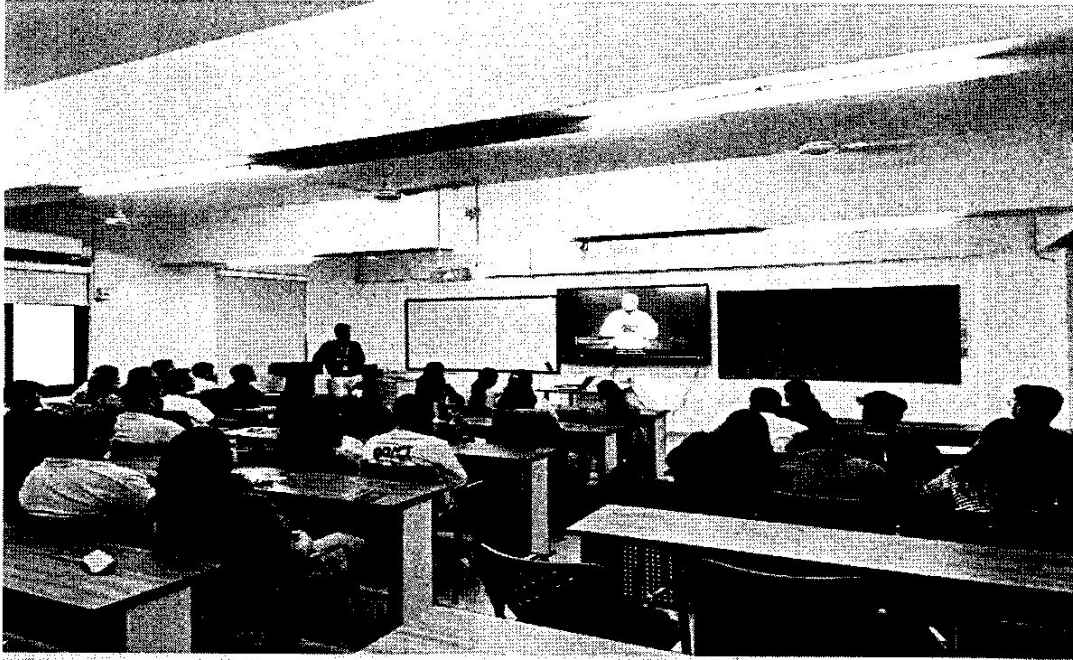
1. Understand the link between marketing-strategy formulation and effective implementation and execution.
2. Understand segmentation, targeting, and positioning.
3. Use segment/customer needs analysis to make product design decisions and associated tradeoffs.
4. Manage customer acquisition and customer retention strategies.
5. Understand how to compete in an evolving landscape of product performance (through the market disruption scenario).
6. Respond to potentially negative issues generated by social media (through the PR crisis scenario).


**Conclusion**

The marketing simulations spanned 01:40 PM to 02:00 PM, ensuring a comprehensive and enriching experience for all attendees. Every student had the opportunity to acquire crucial practical insights into the art and skills STP. They actively engaged with the resource person, seeking guidance on the marketing-strategy formulation and effective implementation and execution, segment/customer needs analysis, Manage customer acquisition and customer retention strategies, landscape of product performance and social media influence.




Photographs



 **GPS Map Camera**

Mehsana, Gujarat, India  
At Ganpat University, Gujarat 384012, India  
Lat 23.525876°  
Long 72.458176°  
05/12/23 01:09 PM GMT +05:30





*Accounting Simulation*  
MARKETING

MBA Sem-IV

Ganpat University - V. M. Patel Institute of Management  
(Batch : 2022-24)

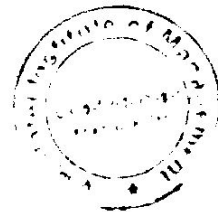
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22044311003	AMRUTIYA NIKUNJ VIPULBHAI	P			
22044311005	AVISHEK RAJ	P			
22044311009	BALDANIYA JAYESH RAMESHBHAI	P			
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22044311027	DARJI KRISHNA PARASKUMAR	P			
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22044311031	DHRUVIL SUNILKUMAR AGRAWAL	P			
22044311032	GANDHI VRAJKUMAR PARESHBHAI	P			
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22044311044	KANTARIYA CHAND RAJESHBHAI	P			
22044311045	KOTWAL MELI MAHESHKUMAR	P			
22044311049	MAITRI PRADEEP PATEL	P			
22044311056	MEETKUMAR HITENDRAKUMAR JOSHI	P			
22044311058	MEMAN AYMAN ARIFBHAI	P			
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22044311083	PATEL JIMMY KAMLESHBHAI	P			
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22044311087	PATEL MEETKUMAR CHANDRAKANTBHAI	P			
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22044311089	PATEL PARTH MAHENDRABHAI	P			
22044311092	PATEL RIDDHIBEN GHANSHYAMBHAI	P			

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Enroll No.	Student Name	
22044311095	PATEL SIDHARTH JITENDRABHAI	P
22044311096	PATEL SMITKUMAR SHAILESHKUMAR	P
22044311101	PATEL VINI JAYANTIBHAI	P
22044311103	PATHAN AKSHABANU SIKANDARKHA	P
22044311104	PAYAL JHA	P
22044311108	PRAJAPATI DHEERAJ TILAKSHINH	P
22044311113	PRAJAPATI MAITRI YOGESHKUMAR	P
22044311119	RANE LUBDHA RAJENDRABHAI	P
22044311120	RATHOD GAUTAM KANUBHAI	P
22044311122	RATHOD SHIVANGI BALKRISHNA	P
22044311126	RUPAWAT NAVYA SANDEEP	P
22044311127	SAGAR AASERKAR	P
22044311129	SAV DIPAKKUMAR MUNNAKUMAR	P
22044311131	SHAH BHAKTI HITESHKUMAR	P
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22044311152	THAKOR JIGNESHKUMAR CHANDAN BHAI	P
22044311154	THAKOR VIDHI RAJENDRABHAI	P
22044311157	VARUN SOLANKI	P

Sub: Marketing Simulation  
Faculty Name: Dr. Pritika Shukla  
Faculty Signature: [Signature]



**GANPAT UNIVERSITY- FACULTY OF MANAGEMENT STUDIES**  
**V.M. PATEL INSTITUTE OF MANAGEMENT**

**Session 1 and 2 on Financial Analysis Simulation: Data Detective by Harvard Business Publishing**

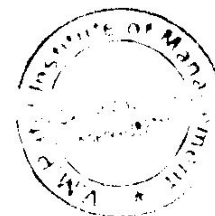
Simulation is one of the teaching pedagogy that gives learners experiential learning. With the help of Financial Simulation “Data Detective” students can learn by doing the financial statement analysis in an immersive and interesting manner. This simulation is designed to help students learn how the operating characteristics of a business are reflected in its financial numbers. Students play a financial detective looking for clues and try to identify the company or industry based on line items in financial statements and ratios. The exercise provides common-sized financial statements data for a large number of companies both in the United States and globally.

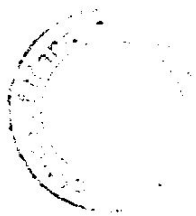
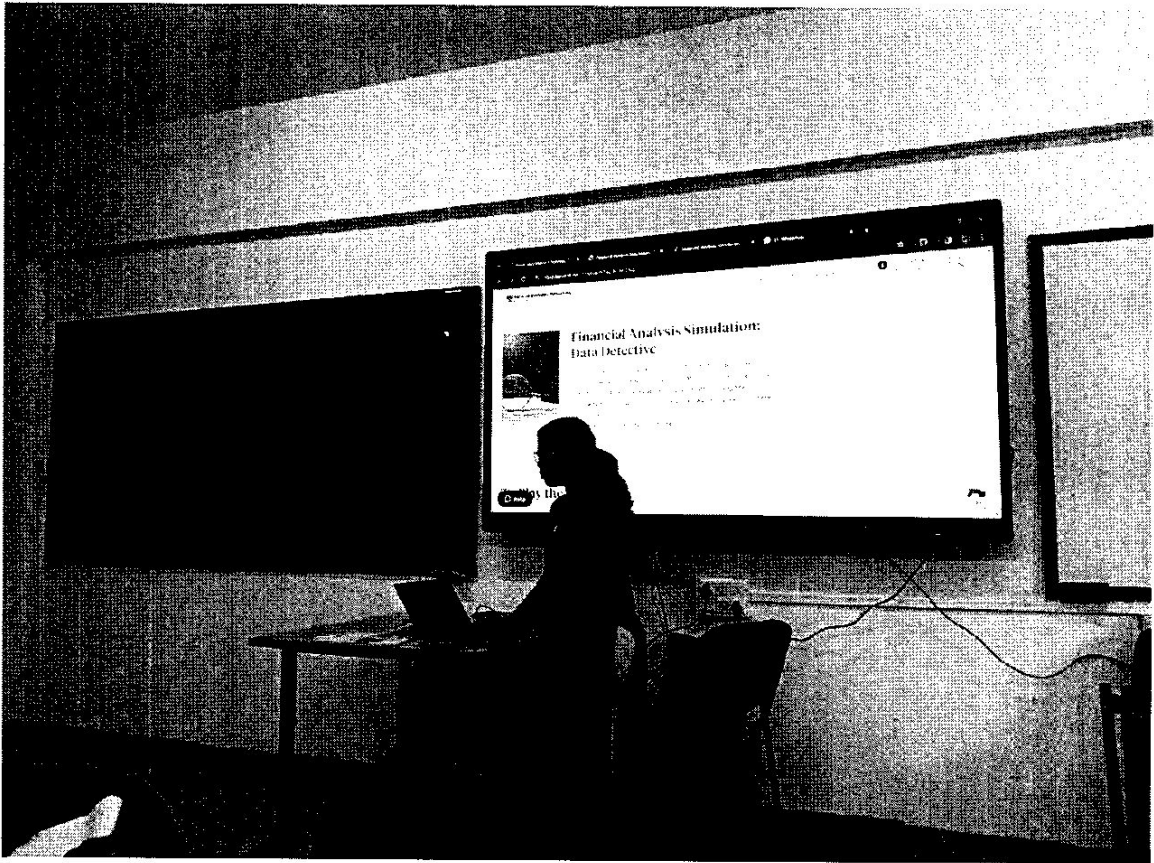
Year	Semester	Simulation Session 1 and 2	No. of Students Participated
2023-24	Semester-III	Financial Analysis: Data Detective	Session 1: 37
			Session 2: 39

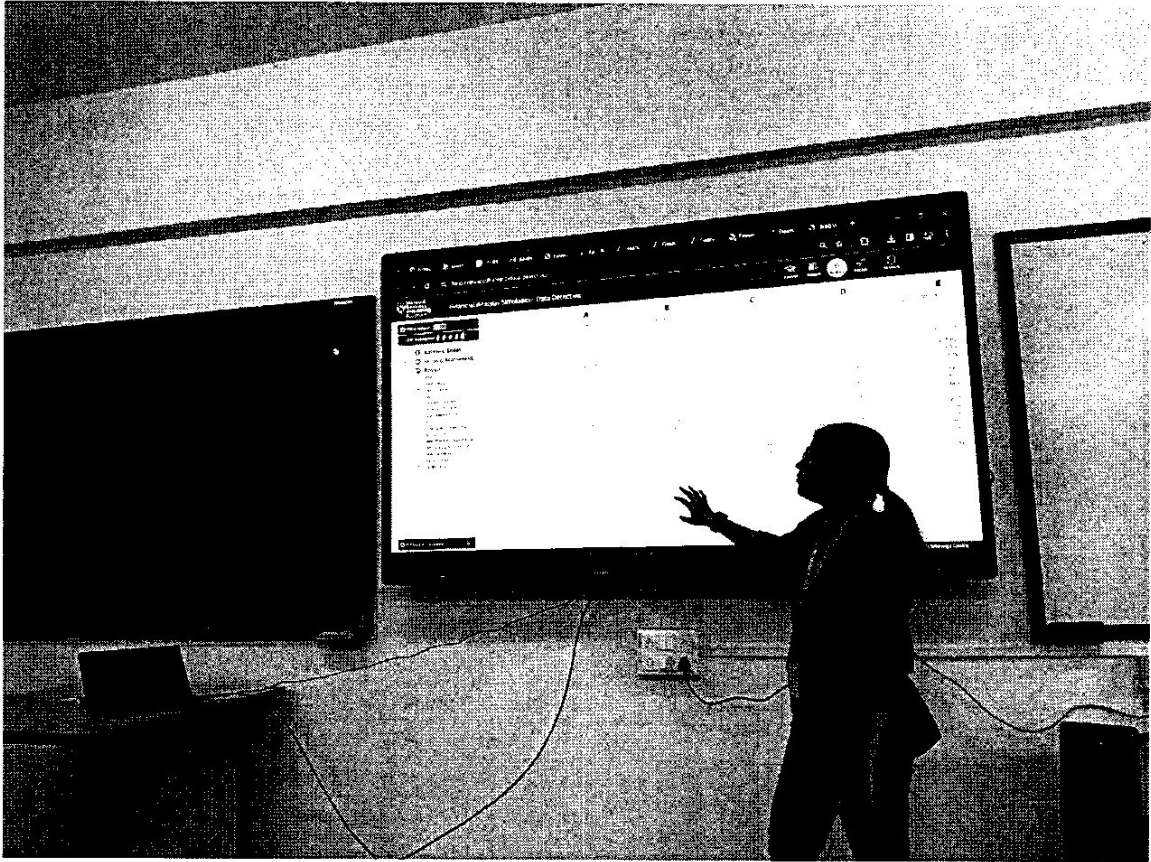
The first session intended to orient the students about the purpose of simulation exercise and its importance in having better understanding while performing financial statement analysis. The second session helped students to understand how the simulation can be played and how the dynamic analysis can be performed. importance of analyzing ratios, understanding how to identify the type of business and industry based on certain key financial indicators and finally how to prepare for performing well on simulation.



*J.P.*





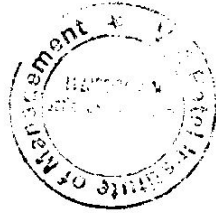


Seal of the Institute



  
(Dr. Hiren J. Patel)

22044311150	SUTHAR JENISH YOGESHKUMAR	Absent	Absent
22044311151	THAKKAR URVASHI TARUNBHAI	present	present
22044311153	THAKOR MITESJI VINODKUMAR	Absent	Absent
22044311155	TRIVEDI SHASHANK BHARATKUMAR PREETI	present	present
22044311156	VAGHELA JYOTIBEN HASMUKHBHAI	Absent	Absent
22044311158	VYAS CHANDNIBEN SHAILESHKUMAR	Absent	Absent



*[Handwritten signature]*