

AIMA Launches
Virtual Summer Internship Program
with



www.aimabizlab.com

Current Situation for MBA Students Due to Corona Epidemic

Due to COVID-19

Summer internship at top B-schools deferred or made virtual due to Covid-19

In some cases, existing internship offers have even been cancelled or squeezed to 5 weeks from the normal 7-8 weeks

https://www.business-standard.com/article/management/summer-internship-at-top-b-schools-deferred-or-made-virtual-due-to-covid-19-120033000602_1.html

AIMA

ALL INDIA MANAGEMENT ASSOCIATION

Covid 19: B-schools defer summer internships as cos unable to on-board

B-school managements are discussing the options available with host companies, said officials and human resource heads of companies. A delay in internships may have an adverse impact on student placements, they said, since most firms offer students full-time positions based on the internships (pre-placement offers or PPOs).

<https://economictimes.indiatimes.com/jobs/covid-19-b-schools-defer-summer-internships-as-cos-unable-to-on-board/articleshow/74811190.cms?from=mdr>

Due to COVID-19

Home » Coronavirus Lockdown: MBA internships getting cancelled for many

Enroll for PGP in Data Science

Shortage of 97,000 Data analysts & data scientists in India. Take advantage of skill gap Simplilearn



Coronavirus Lockdown: MBA internships getting cancelled for many



<https://news.careers360.com/coronavirus-lockdown-mba-internships-getting-cancelled-for-many>


Home / Business School News / Companies Begin To Freeze And Rescind MBA Internship & Job Offers

Companies Begin To Freeze And Rescind MBA Internship & Job Offers

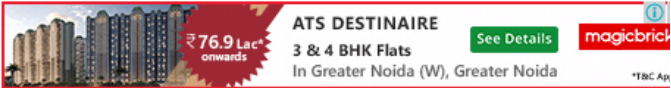
 BY: NATHAN ALLEN ON MARCH 27, 2020 |  15 COMMENTS  48,469 VIEWS

<https://poetsandquants.com/2020/03/27/companies-begin-to-freeze-and-rescind-mba-internship-job-offers/>

Due to COVID-19



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Last Updated : Mar 23, 2020 05:06 PM IST | Source: Moneycontrol.com

Coronavirus pandemic | Nearly 50,000 engineering, MBA graduates struggling to find jobs

Since campus placements have been postponed due to COVID-19 threat, students careers are at risk.

Caringly yours



<https://www.moneycontrol.com/news/business/economy/coronavirus-pandemic-nearly-50000-engineering-mba-graduates-struggling-to-find-jobs-5062361.html>

Students need not to suffer?

Why Virtual Summer Internship

- **We all are sensitive to the fact that Coronavirus has disrupted the normal academic routine in an unprecedented ways.**
- **We are facing a total shutdown in India and hence all plans for the corporates for at least April-June quarter have been put on hold and are facing uncertainty.**
- **All the physical interaction have been cancelled due to Government advisory.**
- **This is indeed an area of deep concern and we discussed this in detail internally at AIMA and then with the management about the continuous and uninterrupted learning for the students.**



All India Management Association (AIMA), as the national apex body of management profession in the country is committed to enhancing the competence of management profession through its multifaceted activities.

In view of the current situation AIMA have come up with a concept of Virtual Internship of management students through AIMA BizLab.

The main objective is to provide a practical experience of management to the students from the safety of their homes.



This is proposed as a 4 weeks long internship project. During this internship, students would be given a virtual company to manage on the AIMA BizLab simulation platform. However the overall scope of the internship goes beyond just the simulation.

Each week students would be given a task that they would need to complete by analysing the data in the simulation. The tasks have been designed to replicate the analysis which is done by top real world executives and are closely linked with well-known management concepts and models.



- Virtual Internship that provides practical management exposure
- Uses one of its kind AIMA BizLab simulation platform
- Involves research, analysis and decision making
- Weekly tasks based on real life best practices
- Closely linked with key management models being taught in first year curriculum
- Seamless administration online

Summer Internship Program with AIMA BizLab – Process

- Day 1 : Orientation and Introduction to Internship
- Day 7 : Week 1 analysis submission; Week 1 simulation decision submission
- Day 8 : Results Declaration and Week 2 guidelines issued
- Day 14 : Week 2 analysis submission; Week 2 simulation decision submission
- Day 15 : Results Declaration and Week 3 guidelines issued
- Day 21 : Week 3 analysis submission; Week 3 simulation decision submission
- Day 22 : Results Declaration and Week 4 guidelines issued
- Day 28 : Week 4 analysis submission; Week 4 simulation decision submission
- Day 29 : Final Results Declaration
- Day 30 : Final Debrief session

Note –

- The weekly submissions would be reviewed by the AIMA BizLAB faculty members.
- AIMA BizLab team would do an online faculty orientation to enable them to understand the entire process and how to review student submissions and guide them throughout the virtual Internship Programme.



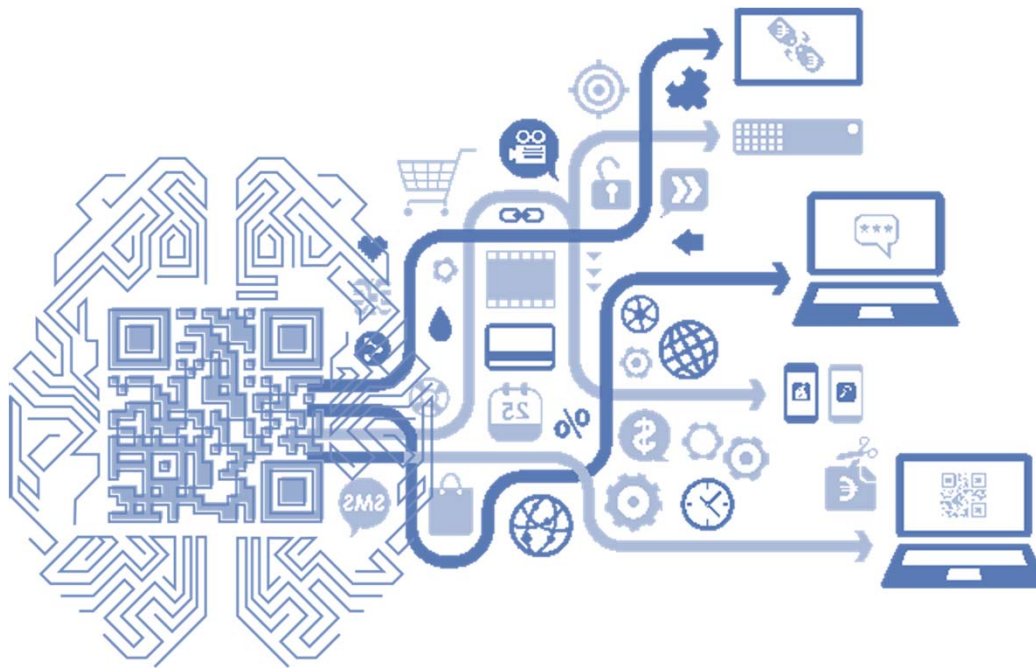
- Impact of Epidemic Situation on Business and Business Planning
 - Simulated Business Environment



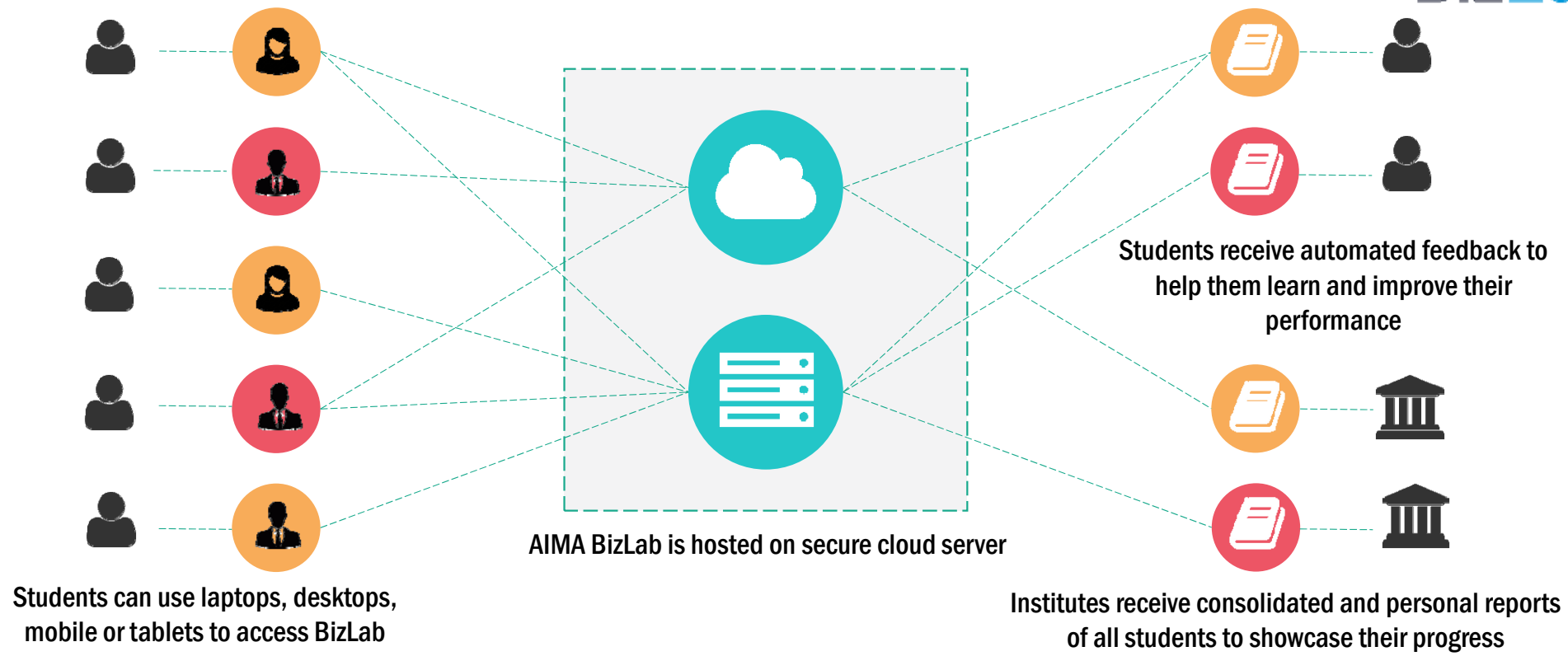
- Summer Internship Certificate / Letter
- AIMA BizLab Business Gamer Certificate

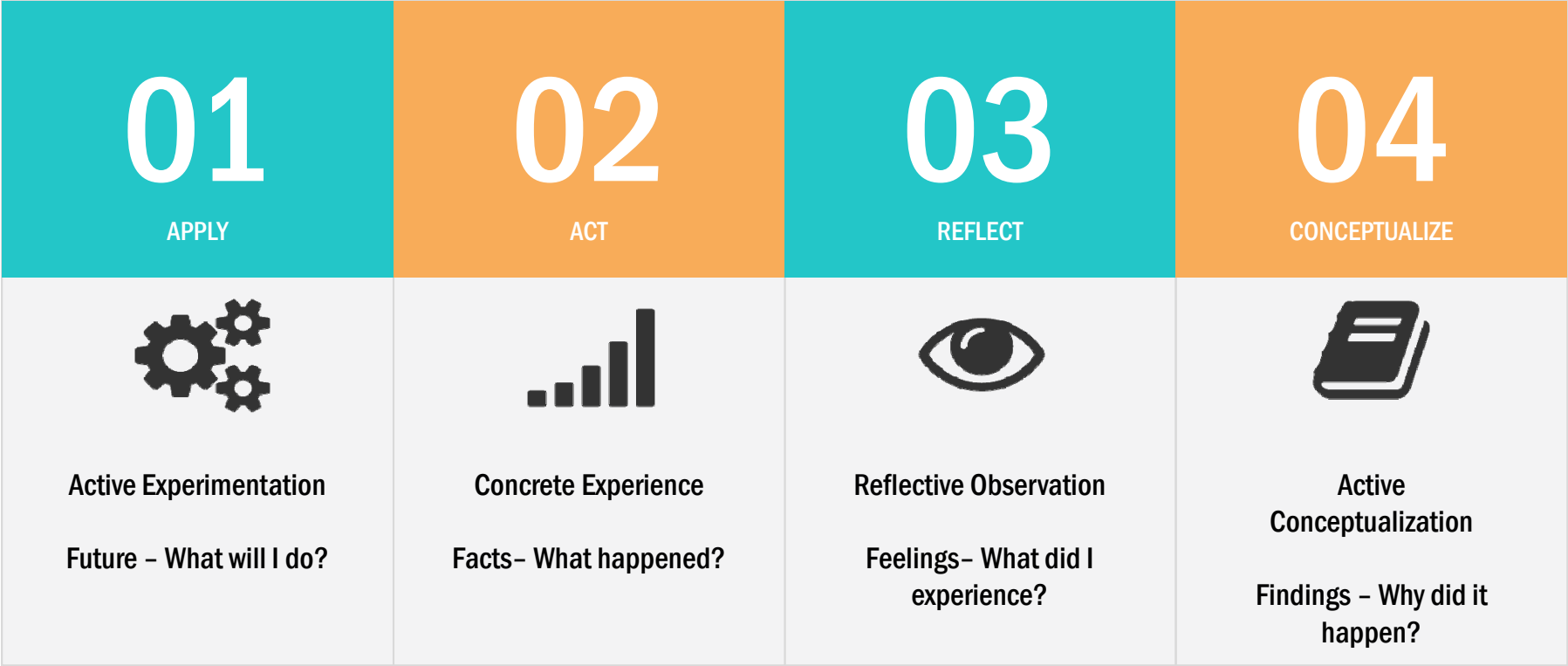
About AIMA BizLab
(www.AIMABizLab.com)





- The virtual competitors in AIMA BizLab possesses Artificial Intelligence
- 10,000+ actual human response mapped to various situations used for creating AI bots
- The bots would be able to modify the decision based on participant strategy – so every game is different!







AIMA BizLab – Salient Features



Accessible on all devices (laptops, mobile, etc.)



Performance reports available to faculty



Hall of Fame to benchmark performance



Multiple experiment modes that accelerates learning



Tuned to management syllabus across major Universities



Prepares students for the job making them EMPLOYABLE



Learning is Experience. Everything else is just information.

www.aimabizlab.com


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- Thinking in entrepreneurial perspective – Vision and Mission
- Identifying issues of concerns
- Optimization of resources – Machine (capacity), Material, Money
- Importance of data analysis
- Applying strategy into Action Plan, execution (decision) and review
- Basic concept of cost effectiveness
- Understanding financial statements and utility
- Prediction of market probabilities – tackling uncertainties
- Management of Fund flow
- Concept of Demand and Supply assessment in cut throat competition
- Application of statistical and mathematical concepts
- Inventory management
- Realization of risk factor in the business (Calculative Risk)
- Approach to lead or follow
- Behaviour – Submissive, democratic, authoritative, persuasive, etc. (In workshop Mode)
- Knowing financial and business terminologies


Sneak-peak into



Welcome to the Company

BizLab

Team AlphaRaviLogout



Message from the Chairman

Congratulations! It is my pleasure to appoint you as the CEO of Alpha Technologies, the leading smartphone company in India. India is the 2nd fastest growing smartphone market in the world and may even surpass China within 5 years. The opportunity is immense and so are the challenges. The company is facing stiff competition and your role would be to take decisions in order to turn around the performance of the company.


Technology has been changing rapidly and the only way to succeed shall be through cutting-edge products. As a relatively new company, we have to innovate on our products, build our brand and appeal to customers with the right positioning. Or else, we don't stand a chance!

All the Best!

Amanda

ContinueSkip Intro

Introduction of the Company

 BizLab

Team Alpha

Ravi

Logout

Demo Version

Quarter 1

Background Case

Introduction

Analyze Reports


Dashboard

Analysis

Take Decisions

Planning

Submit Decision



Amanda
Chairperson

Company Profile

Headquarters

Hyderabad

Revenues

₹7.2 Bn

Profits

₹823 Mn

NSE Share Price

₹1724 ▼ ₹18 (1.08%)

Congratulations on joining Alpha Technologies Ltd.!

Company Background

Alpha Technologies is one of the leading Indian smartphone brands. We have manufacturing/assembling facility in Chennai and sales offices all across the country. The smartphone industry in India has been growing at an exponential rate. To become the leaders, we need to cater to customer needs by constantly upgrading our products. We have been growing at 20% year on year. The board thinks this is once in a lifetime opportunity and we need to adopt a more aggressive plan to make the company indisputable leaders in the industry.

Your Objectives

It is my pleasure to appoint you as the CEO of Alpha Technologies, the leading smartphone company in India. India is the 2nd fastest growing smartphone market in the world and may even surpass China within 5 years. The opportunity is immense and so are the challenges. The company is facing stiff competition and your role would be to take decisions in order to turn around the performance of the company. Technology has been changing rapidly and the only way to succeed shall be through cutting-edge products. As a relatively new company, we have to innovate on our products, build our brand and appeal to customers with the right positioning. Or else, we don't stand a chance!

Your Goal

I envision to be the leaders in share as well as profits. I believe you are just the right person who can help me witness this goal. I might be a little harsh on you but your credibility gives me the liberty to push you harder. I am sharing with you a little more information about our products and segments below.

Good Luck!

Amanda

Introduction to Market, Products and Distribution Channels

NSE Share Price

₹1724 ▼ ₹18 (1.08%)

BizLab

★ Demo Version

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Affluents

Description

Affluents want to go for the best gadget in the market. Typically people who would buy the latest flagship phone. They do not mind paying if the phone meets their need.

Value-seekers

Description

Value seekers opt for mid-range handsets that promise to deliver high performance but are still affordable. Many value seekers have had experience of using smartphone before and wish to upgrade.

Conservatives

Description

Conservatives are people who do not want to overspend on devices and a basic configuration is enough for their needs. For a lot of these people this is their first smartphone.

Products

Product: A1

Target: Affluents

Specifications: Memory - 2 GB, Camera - 8 MP, Storage - 32 GB, Screen Size - 5", Price - Rs.18000

Product: A2

Target: Value-seekers

Specifications: Memory - 1 GB, Camera - 5 MP, Storage - 16 GB, Screen Size - 4.5", Price - Rs.18000

Product: A3

Target: Conservatives

Specifications: Memory - 512 MB, Camera - 2 MP, Storage - 8 GB, Screen Size - 4.5", Price - Rs.11000

Distribution Channels

Modern Retailers

Description

They comprise of nationalized retail chains and online channels. While our current sales through this channel are not very high, market indicates that more and more customers are moving towards this channel.

Company Owned Stores

Description

Value-seekers and Affluents are known to prefer this channel, primarily because of a better and customized shopping experience.

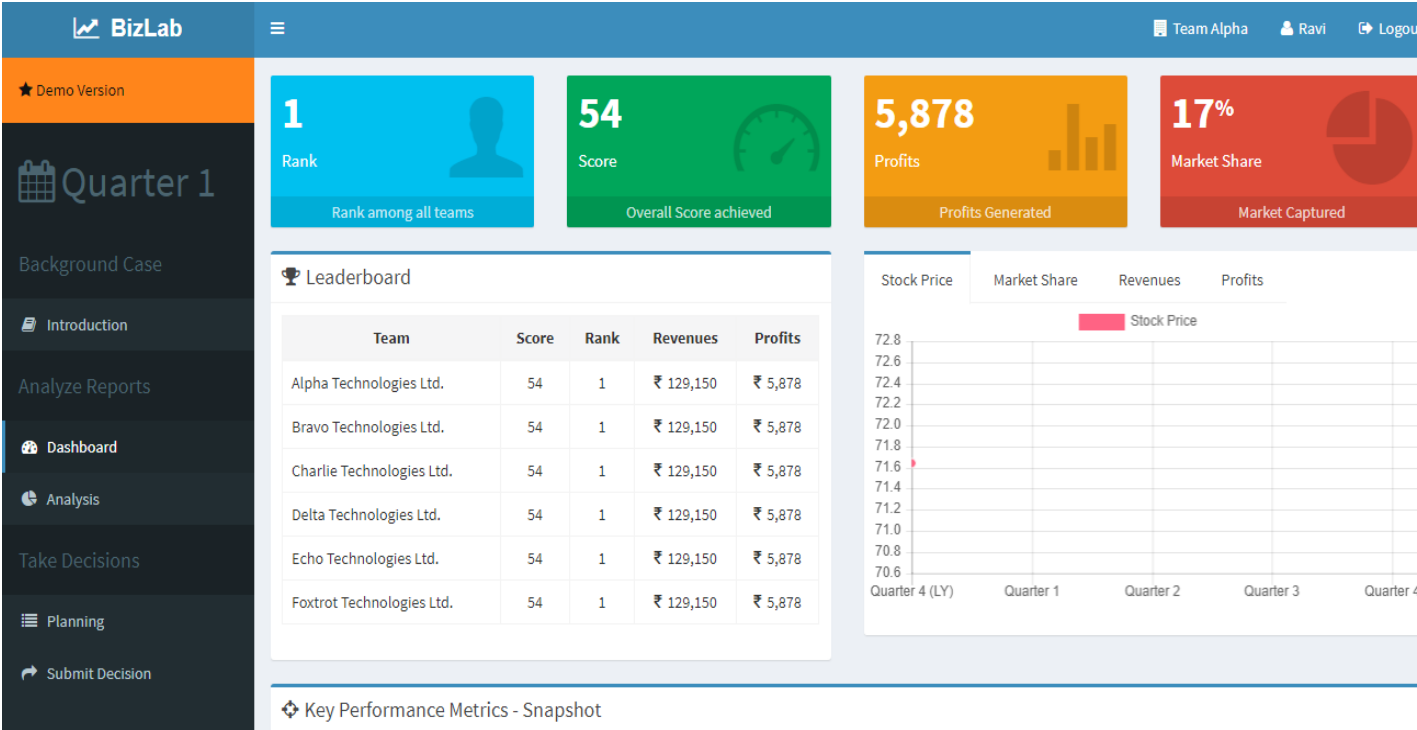
Distributors

Description

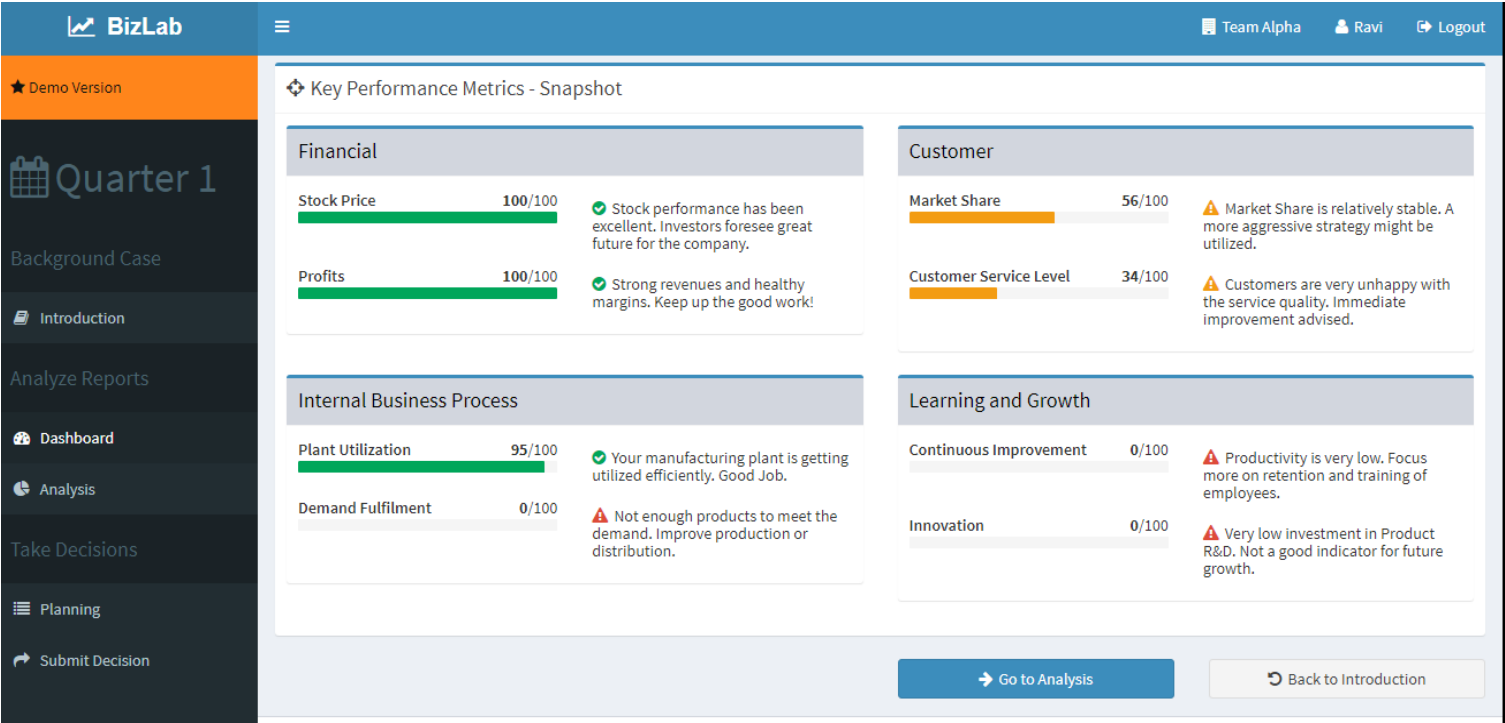
Reports show that the Conservatives segment has an inclination towards this channel owing to the perception of getting extra discounts as compared to the company owned stores.

Go to Dashboard


Dashboard of Company Facts



Key Performance Matrices



Analyse Factors of Company Details

 BizLab

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Quarter 1

Background Case

Introduction

Analyze Reports

Dashboard

Analysis

Take Decisions


Planning

Submit Decision

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Market Economy
Demand Supply Report

View Reports




Market Share
Volume Share & Revenue Share Report

View Reports




Benchmarking
Competitive Benchmarking Product Report

View Reports




Sales Analysis
Sales & Inventory Management

View Reports



Financials
Income & Cash Flow Statements

View Reports



R&D Report
Special Projects Investment Report

View Reports

Go to Decisions

Back to Dashboard

Planning for Various Department of Company



★ Demo Version

Quarter 1

Background Case

Introduction

Analyze Reports

Dashboard

Analysis

Take Decisions

Planning

Submit Decision

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Product Design
Modify Product & Add New Product
Take Decisions



Marketing Mix
Pricing, Advertisements and Distribution
Take Decisions




Operations
Production and Capacity Planning
Take Decisions



Manpower
Human Resources Planning
Take Decisions



Finances
Fundraise & Financial Planning
Take Decisions



Special Projects
Research & Development Investments
Take Decisions

Go to Proforma

Back to Analysis

About AIMA

All India Management Association (AIMA), as the national apex body of management profession in the country is committed to enhancing the competence of management profession through its multifaceted activities. AIMA has a broad base of 64 Local Management Associations including two cooperating LMAs abroad, with a membership of over 30,000.

AIMA is represented on the Boards of India's premier Business Institutions and also represented on Boards of Government bodies including the AICTE, National Board of Accreditation, National Productivity Council to name a few.

In addition, AIMA brings to the Indian managers, the best management practices and techniques through numerous foreign collaborations with professional bodies and institutions.

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Aima

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Presented By:
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