



University School of Management Studies
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
Sector – 16 C Dwarka, New Delhi – 110078 (India)

GGSIU/USMS/2019/

Dated 20/08/2019

The following quotations have been received from Biziga Technologies Pvt Ltd. for SmartBiz Management Games Software for 'Business Simulation and Games' Course.

Annual Plan:

Licenses: 180

Validity: 1 year (2019-2020)

License Fee: Rs. 1,80,000/- + 18% GST = Rs. 2,12,400

Long Term Plan:

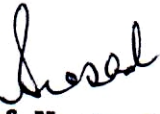
Licenses: 180 per year

Validity: 5 years

License Fee: Rs. 7,20,000/- + 18% GST = Rs. 8,49,600

1. The proposal from Biziga Technologies Pvt Ltd. Includes a proprietary certificate which certifies Biziga Technologies Pvt Ltd. of sole designer, developer and distributor of the SmartBiz Management Games Software. This is for information to all concerned.
2. The attached documents are being uploaded for the open information to all inviting everyone/any vendor to submit objections, comments regarding proprietary nature of the software.
3. The comments, if any should be sent to the office of the Dean, USMS, GGSIPU before 31st August 2019 up to 3 PM., failing which it will be presumed that no vendor has any comments or objections regarding aforementioned proposal and the offer be given to Biziga Technologies Pvt Ltd.


(Gaurav Talan)
Assistant Professor


(Prof. Neena Sinha)
Dean, USMS



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Date: 04-03-2019

To,

Prof. Neena Sinha,
Dean, USMS (GGSIPU)
Delhi

Sub: Proposal for SmartBiz® Management Games Software for 'Business Simulations and Games' Course

Dear Sir,

As you are aware, as per the syllabus of MBA prescribed by **Guru Gobind Singh Indraprastha University** for Academic Session 2017-18 onwards, a credit course (MS 209) titled '**Business Simulations and Games**' has been made compulsory in the third semester.

With respect to that course and the management games software, I hereby take this as an opportunity to propose to offer you **SmartBiz®**, our proprietary management games software. **SmartBiz®** is an award winning, research-driven, business simulation software.

SmartBiz® software is an effective tool for learning and applying strategic techniques in business finance, cross-functional alignment, competitive analysis and the selection of tactics to build a successful, focused organization. Students go beyond strategy formulation and implement their strategic plan through decisions at the tactical level, thus enhancing their decision making skills and logical thinking abilities. The software is tuned in line with the vision of "**Skill India**" initiative and it aims to provide hands-on-experience to students, thus improving their employability quotient.

Also, find attached a detailed outline of how this course is being conducted at universities.

Please get in touch with us to install **SmartBiz®** software in your computer lab. Looking forward to hear you back.

Thanks and regards,
Rahul Jalan
+91 96191 16817
rahul.jalan@biziga.in

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Biziga is an award winning business simulation company (Award for Innovation in Teaching Pedagogy at World Education Summit'2013). Initiated by IIM Alumni and Faculties, it is a strong believer in the power of experiential learning and aims to facilitate the same by the use of simulations. Biziga has also been featured as a case study in **Harvard Business Review**.
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Plans and Commercials:

We are proposing 2 options - Annual and Long term options. Keeping in mind the recurrent nature of the course, we would recommend a long term association which includes multiple benefits to USMS. You may review the features of both the plans below:

Annual Plan:

Licenses: 180

Validity: 1 year (2019-2020)

License Fee: Rs. 1,80,000/- + 18% GST = Rs. 2,12,400

Long Term Plan:

Licenses: 180 per year

Validity: 5 years

License Fee: Rs. 7,20,000/- + 18% GST = Rs. 8,49,600

Apart from lower fee, the benefits of long term plan includes:

- No administrative hassle for approvals and payment every year
- Free support and upgrades of the software throughout the license period
- No hidden charges/price increases during the contract period
- Additional licenses purchased during the contract period are also provided at same pro rata rate.



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Business Simulation and Games Course Outline (2 credits)

Introduction

This course provides students with an opportunity to assess and improve their holistic understanding of business management. **SmartBiz®** allows students to develop their knowledge and skills to manage a company in a highly competitive and dynamic market setting.

Teams of students assume the role of decision makers in companies that comprise a fictitious but realistic industry. Each group makes and submits decisions relating to product offerings, pricing, advertising, distribution, operations, etc. at the beginning of the period. The behaviour for one year is simulated, and students obtain results. Feedback is provided on how each team's decisions have impacted their company's position relative to that of their competitors.

Course Assessments

Components	%	Individual/Group
SmartBiz Team Simulation	30%	Group
Strategy Submission	10%	Group
Team Presentation	20%	Group
Peer Evaluation	10%	Individual
SmartBiz Individual Simulation	30%	Individual

Session Plan

Session	Description
Session 1	Login Distributions & Team Formation
Session 2	Brief about the Simulation Software
Session 3	Demo Round: Participants get used to simulation interface
Session 4	Submission 1: BCG, Market Analysis, SWOT
Session 5	Team Round 1: Strategy Formulation, Product Mix, Production, Pricing, Promotions
Session 6	Debrief: Results Discussion
Session 7	Team Round 2: Research & Development, Competitive Advantages, Distribution Management
Session 8	Debrief: Results and Strategy Formulation Discussions





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Session 9	Submission 2: Mid-Term Strategy Submission
Session 10	Group Feedback / Team Consultation
Session 11	
Session 12	
Session 13	
Session 14	Presentation 1: Goal Setting Mid Term-Review
Session 15	Team Round 3: Consumer Behaviour, Human Resource Management, New Product Development,
Session 16	Debrief: Results and Concept Discussions
Session 17	Team Round 4: Finance, Revenue Management, Sustainable Growth
Session 18	Debrief: Results Discussion and Peer Evaluation
Session 19	Team Presentations
Session 20	
Session 21	
Session 22	Activity 1: Management Games
Session 23	Individual Round 1
Session 24	Individual Round 2
Session 25	Mid-Term Review / Consultation
Session 26	Individual Round 3
Session 27	Individual Round 4
Session 28	Activity 2: Management Games
	Takeaways and Final Feedback

Deliverables

Following items shall be included along with **SmartBiz®** software:

1. Installation/Enabling access at Institute Computer Lab
2. Detailed Student Manual for the Simulation software
3. Detailed Instructor Manual for the Faculty
4. Presentation and Debrief material for the Faculty
5. Training (TTT) on using the simulation for designated faculty members of the institute
6. 6 months full access for each of the licensed students. During the period, students would be able to use the simulation twice – once as part of the team exercise and second time individually.
7. Detailed guidelines on submissions, presentations and grading methodology.
8. Telephonic support to respective faculty members while the course is being conducted.





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Proprietary Software Certificate

To,

Whom so ever it may concern,

Dear Sir/Madam,

This is to certify that **SmartBiz** – Business Strategy Simulation Software is a proprietary software solely designed, developed and delivered by **Biziga Technologies Private Limited**, a company registered under Companies Act 1956.

All right, title and interest in and to SmartBiz, including without limitation, all copyright, patent, trade secret rights, trademarks and other intellectual property rights remain vested in Biziga Technologies Private Limited.

The structure, organization, and source code of SmartBiz Software are the valuable trade secrets and confidential information of Biziga Technologies Private Limited. The Software is protected by law, including but not limited to the copyright laws of India and other countries, and by international treaty provisions.

Thanks and Regards,



Director,

Biziga Technologies Private Limited



SMARTBIZ SOFTWARE SPECIFICATIONS

Features/Specifications of SmartBiz

1. Includes decisions from all major management areas including Finance, HR, Marketing, Operations and Strategy
2. Simulation runs for 4 rounds where each round is equivalent to a quarter of real life time frame
3. Balanced Scorecard approach to performance measurement – gives a holistic perspective instead of just taking profits/market share/stock price etc.
4. Includes student and instructor manual for the simulation software
5. Includes detailed guidelines for submissions/presentations during and post simulation usage
6. Accessible online – from within and outside the classroom
7. Accessible via smartphones, tablets, desktops and laptops
8. Secure – participant data is accessible only to institute faculty and Biziga admin
9. Instant Results and Report generation
10. Graphical Reports visualisation
11. Usable in two modes
 - a. Workshop Mode – Participants can compete against each other in teams
 - b. Self-Play Mode – Participants can compete against Artificial Intelligence driven bots
12. All results and reports are accessible to the Participants as well as Faculty via their dashboards
13. Admin Panel for faculty members
 - a. Faculty can run the entire simulation on their own without external support
 - b. Faculty can set and modify time duration for each round of simulation
 - c. Faculty can see detailed performance of all participants
 - d. Faculty can decide the overall duration of the usage of simulation (upto a maximum of 6 months)

