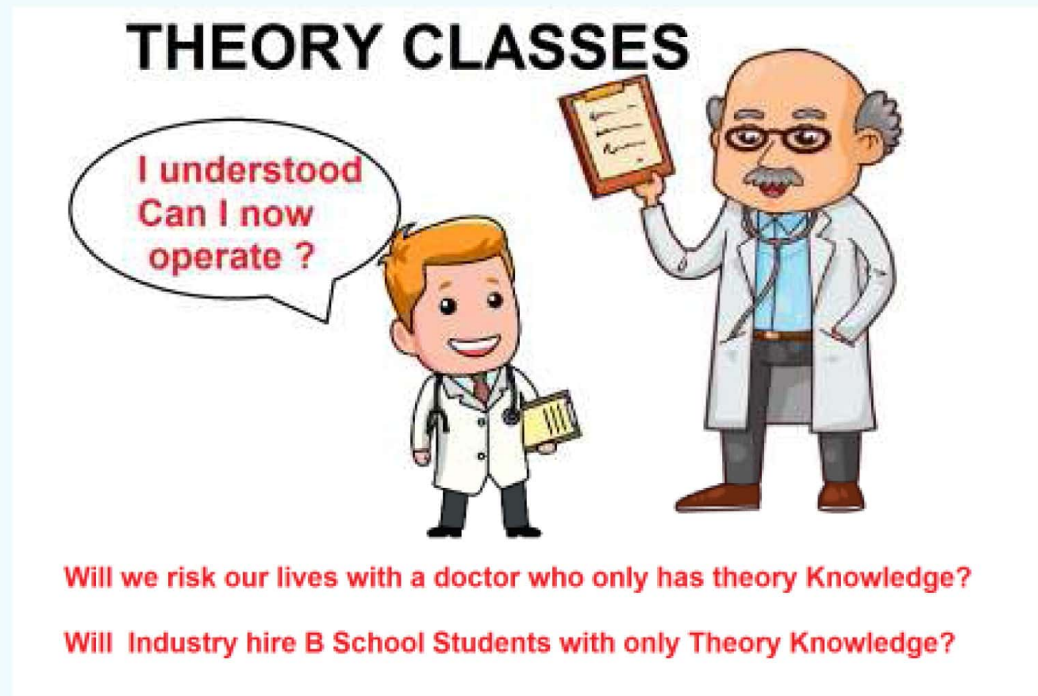


Is theory knowledge enough for BBM/MBA?



A Doctor gets his degree only after successfully completing his theory along with practical sessions that not only involves cutting open a Cadaver (a dead body) and having Hands on experience but also only after a successful onsite internship.

Even a Pilot gets his license to fly only after extensive Flying hours on a simulator before he or she gets to fly a real aircraft.

Science or Engineering students too have weekly laboratory sessions where they get a hands on experience on topics/ subjects taught in their theory session

Unfortunately Commerce or Business colleges face a challenge in terms of a practical session. It is an irony that such students will be involved in business related decision making.

Experiential learning a buzz word was a challenge for B- Schools / commerce colleges. Some Simulation based online Portals charged a premium not affordable by most Indian Colleges.

NOT ANY MORE

Cool Guru LLP has come with affordable Board games that will help your teachers teach concepts in a FUN yet effective manner. Colleges can create a Business laboratory in the most economic manner and ensure students learn concepts through practical sessions by playing these board games.

Current Games

- 1) Manpower Strategist (Helps learn HR strategies)
- 2) Financial Guru (Strategy game to understand fixed cost, variable cost viz-a-viz fluctuating demand/supply)
- 3) Know Your customer (Understanding, branding, negotiations and not to cheat customers)
- 4) Investment Guru (Understanding various options of investment and decision making to reduce speculation)
- 5) Survival Guru (Decision making and testing EQ)