

► IIM Udaipur's

THE GAMIFIED BUSINESS LEADERSHIP PROGRAM

IIMU
ExEd

An Open Program on
Management Simulation Games
where participants learn through
the unique pedagogy of playing board games.

May 22 - 24, 2025



IIM Udaipur

IIM Udaipur, a second-generation IIM, one of the fastest-growing management schools in the country. It was set up by the Indian Government in 2011. Taking the legacy of older IIMs forward, IIMU aspires to set new benchmarks in the field of management education by combining excellence in both teaching and research.

IIM Udaipur is well on its way to becoming a globally recognised B-School. It has broken new ground by focusing on world-class research and transforming students into tomorrow's managers and leaders. The Institute arrived on the global education stage by securing accreditation from the AACSB (Association to Advance Collegiate Schools of Business) in merely eight years of its establishment. With this accreditation, IIM Udaipur is counted in the same league of global institutes, such as Harvard Business School, Wharton School at the University of Pennsylvania, and the MIT Sloan School.

The U Advantage



The **youngest** AACSB-Accredited **Management School** in the country and was **the 4th IIM to have** attained it. Only 6% of B-Schools in the world are **AACSB** Accredited.



IIM Udaipur, the only IIM to be **in the top 100** of the prestigious FT MIM Global Rankings 2024 **consecutively for Six Years** since 2019.



Indian Institute of Management Udaipur **featured** in the prestigious Masters in Management (MIM) QS World University Rankings 2025 **for the Sixth consecutive year**.



Ranked **4th in India** after ISB, IIM Ahmedabad & IIM Bangalore, **for research** according to the globally recognized UT Dallas Rankings.



IIM Udaipur ranked **22nd amongst all B-Schools** in the NIRF Rankings 2024. The ranking shows the relentless pursuit of excellence in research and academics. It reflects the stalwart contribution of our faculty members and students, who have demonstrated their efforts in all fields.



THE GAMIFIED BUSINESS LEADERSHIP PROGRAM



About the program

The Gamified Business Leadership Program is the only one of its kind where participants learn through the unique pedagogy of playing board games. The games are selected or designed in a way that to do well; participants must use skills that form the learning objectives for the session.

Objectives

The program covers skills that are highly relevant for managers at any stage of their careers. Managers generally have roles that require complex decision-making, strategic planning, and regular internal or external negotiations. Often the tasks are accomplished by a team that works closely under the supervision of such managers. The unique pedagogy of using board games ensures very high engagement levels during the program and excellent retention levels for concepts after the program.

Program Details

This open program is designed for 3 days as a residential program at IIM Udaipur. Participants have to travel to Udaipur to attend the program in person. Being a residential program, the participants will be accommodated in a hotel nearby on a single accommodation basis.

Program content:

The program covers the below primary skills that are relevant for most managerial roles:

- Goal-driven Decision-making and Competitive Strategy
- Win-Win Negotiations
- Strategy Formulation and Execution
- Competitive Strategy

Pedagogy

The pedagogy requires the participants to first play a board game which is designed or selected in a way that to do well, participants must use skills which form the learning objectives for the session. The participant experiences from the game then form the basis for a discussion session which follows. In this session, the instructor helps the participants connect their experiences from the game to relevant management concepts. This experiential nature of the games ensures that participants retain the concepts for a long time.

The pedagogy is completely experiential in nature and uses board games which simulate complex management situations for the participants. The games are dynamic in nature and hence the situations that the participants face as a group are diverse. The games require careful planning, strategizing and execution of planned strategies as well as quick thinking in dynamic situations. The usage of games ensures a high fun quotient for the participants, thereby boosting engagement and retention levels.

Selection of participants

Target audience:

The program is suitable for middle and senior managers, preferably with 5-15 years of work experience in the organization. It is also relevant for business owners of small or medium enterprises.

Application:

Interested & eligible candidates must apply online using the link in the “**Apply now**” column and make the payment.

Acceptance of applications:

Post the last date of the application process, all the applications received will be scrutinized by the panel of faculty. Candidates who are found eligible will be intimated over email from ExEd office.

The amount paid by non-eligible candidates will be refunded by the institute.

Important dates

Program dates:

May 22 to 24, 2025 (Thursday to Saturday)

Early Bird Discount (EBD) till:

April 10, 2025 (Thursday)

Last date for application:

May 8, 2025 (Thursday)

Last date for withdrawal:

May 8, 2025 (Thursday)



Payment process

Program fee:

Rs 70,800 (Rs 60,000 + 18% GST) to be paid along with the application form.

Early bird discount (EBD):

Applications received on or before **April 10, 2025**, will attract an early bird discount of 7% on the fee before tax per participant.

The amount payable with EBD will be **Rs 65,844 (Rs 55,800+18% GST)**

Corporate/group discounts:

Any company sponsoring **3 or more** candidates will be given a corporate discount based on the number of participants sponsored for that program.

For further details, please contact the ExEd office at the contact given below.

Program Director



Prof. Shobhit Aggarwal
IIM Udaipur

Shobhit Aggarwal is an Associate Professor at the Indian Institute of Management Udaipur in Finance and Accounting. He has an MBA from IIM Lucknow (2006) followed by a doctorate from IIM Bangalore (2015). He has been teaching using board games since 2011. He teaches a full course using board games at IIM Udaipur. His gamified sessions are very well received by both corporate trainees and management students.

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