

To,  
The Dean  
SSBS

10<sup>th</sup> September '2024

Subject: Purchase of Simulation games

Dear Sir,

You will agree that management simulation games bring an experiential aspect to learning about complex systems. This type of action learning impacts students more than simply listening to a lecture.

Simulation games form an important constituent of **NBA Criterion 4** and **NAAC criterion 5**.

At SSBS, we are planning to purchase simulation games for the MBA students.

The budget and proposal of vendors is attached herewith.

You are requested to approve the purchase of these simulation games (Under sub heading E - Journals & subscription of heading Journals & Subscription)

*Monica*  
Monica Agarwal  
employee ID: 0000741

Dean  
SSBS



Vice Chancellor  
SU

*Recommended for kind consideration of Hon'ble V.C. Sir.  
This will strengthen our teaching  
and learning process. Simulations  
are very robust pedagogical tool.*

*It is essential for  
experiential TLP.*

*[Signature]*  
23/09/24

Vice Chancellor  
Sharda University  
Plot No.-32-34, Knowledge Park-III  
Greater Noida - 201310 (U.P.)

## BUDGET

### Purchase of Management Simulation Games

#### Simulation 1

| Capstone 2.0 Sustainability (6 months validity) | Size of team | Cost per student | Cost of team | No. of license | Total cost | GST@18%                 | Cost   |
|---|--------------|------------------|--------------|----------------|------------|-------------------------|--------|
|   | 6            | 1020             | 6120         | 10             | 6120       | 11016                   | 72,216 |
| Training & fooding lodging of resource person   |              |                  |              |                |            |                         | 20,000 |
|   |              |                  |              |                |            | Total cost in rupees(A) | 92,216 |


\*All CAPSIM Programs are accredited with AACSB and ACBSP

#### Simulation 2

##### CESIM

| CESIM (1 year validity) | Cost per student     | No. of license | Total cost | GST@18% | Total cost in Rupees (B) |
|-------------------------|----------------------|----------------|------------|---------|--------------------------|
|                         | 1800 (5 simulations) | 60             | 108000     | 19,440  | 1,27,440                 |


Grand Total of Simulation 1 & 2 = 92,216+ 1,27,440(A+B) = **Rs 2,19,656 only**

  
Monica Agarwal  
Employee ID: 0000741

Dean  
SSBS





Vice Chancellor  
SU

  
23/09/24  
Vice Chancellor  
Sharda University  
Plot No.-32-34, Knowledge Park-III  
Greater Noida - 201310 (U.P.)

# Sharda University

## Budget Approval Format.

| Sr.No.  | Nature of Expenses     | CAPEX/OPEX | Budget Amount<br>(Rs. In Lac) | Spent till date<br>(Rs. In Lac)  | Balance<br>(Rs. In Lac) | Required Amount | Remarks.        |
|---|------------------------|------------|-------------------------------|--|-------------------------|-----------------|-----------------|
|   | Journal & Subscription |            | 20 lac                        | 2000   | 20 lac                  | 2,19,656/-      | Management fees |
|  |                        |            |                               |  |                         |                 |                 |
| User Department - SSBS  |                        |            | Dean/HOD                      |  |                         | VC/Registrar    |                 |
|   |                        |            |                               | <br>Finance Officer |                         |                 |                 |




Budget approval ✓

Bu... SSBS Dept... SSBS

Doc No... 406 Date... 12/9/24

GL: E Journal & Subscription

  
 23/09/24

Vice Chancellor  
 Sharda University  
 Plot No.-32-34, Knowledge Park-III  
 Greater Noida - 201310 (U.P.)

SHARDA UNIVERSITY - REVENUE BUDGET FOR THE YEAR 2024-25

| SCHOOLS                                      | SUSBS   |
|--|---------|
| EXPENDITURES (Rs. in Lacs)                   | Budget  |
|  | 2024-25 |
| <b>Administrative Expenses</b>               | 15.00   |
| Conveyance, Diesel & Petrol Exp              | 0.00    |
| Community Connect Exp.                       | 5.00    |
| Software & Development Exp                   | 0.00    |
| Electricity Exp                              | 0.00    |
| Generator Exp                                | 20.00   |
| Examination Exp                              | 10.00   |
| Faculty Development Exp                      | 0.00    |
| Freight & Cartage Exp                        | 2.00    |
| Function & Festival Exp                      | 0.00    |
| Horticulture Exp                             | 0.00    |
| Hospital Running Exp                         | 0.00    |
| Fixed Assets Insurance Exp                   |         |
|  | 63.00   |
| <b>Research &amp; Dev. &amp; Lab Exp</b>     | 60.00   |
| Research & Dev. Exp.                         | 1.00    |
| Incentive for Research paper                 | 2.00    |
| Lab Exp. / Consumables Exp.                  |         |
|  | 14.00   |
| Legal & Professional & Consult.              | 0.20    |
| News paper, Magazine & Library Exp           | 4.00    |
| Membership, Visit & Affiliation fee          |         |
|  | 21.00   |
| <b>Journals &amp; Subscription</b>           | 1.00    |
| Journals & Subscription (Hard Copy)          | 20.00   |
| E-Journals & Subscription                    |         |
|  | 157.50  |
| Books for Students Exp.                      | 1.25    |
| Office & Misc Exp                            | 0.00    |
| Water Charges                                | 0.00    |
| Audit Fee                                    | 0.00    |
| Postage & Telegram                           | 0.00    |
| Staff Recruitment Exp                        | 0.20    |
| Rent Exp                                     |         |
|  | 14.90   |
| <b>Repair &amp; Maintenance</b>              | 5.00    |
| Repairs And Maint. Building                  | 3.00    |
| Repairs & Maint Comp Hardware                | 0.00    |
| Repairs And Maint. Equipments                | 2.40    |
| Repair & M. Furniture/ fixture               | 3.00    |
| Repairs And Maint. General                   | 0.00    |
| Repairs And Maint. Vehicles                  | 1.50    |
| Repair & Maintenance(Electric)               |         |
|  | 18.70   |
| <b>Seminar, Meeting &amp; Conference Exp</b> | 3.20    |
| Meeting Exp                                  | 1.00    |
| Webinar Exp                                  | 5.00    |
| Conference Exp                               | 1.00    |
| Invited Talks Exp                            | 3.50    |
| Workshop Exp                                 | 1.50    |
| Cultural Event Exp                           | 3.50    |
| Seminar Exp                                  |         |

|  |         |
|--|---------|
|  | 1.00    |
| Staff Welfare Exp                              | 8.00    |
| Stationery & Printing Exp                      | 0.00    |
| Telephone & Internet Expenses                  | 0.00    |
| Training & Placement Exp                       | 1.00    |
| Tour & Travelling Exp                          | 356.75  |
| <b>Total Administrative Exp. (D)</b>           |         |
| <b>Admission Counselling &amp; Brand Exp</b>   | 4.00    |
| Admission Counselling & Branding Exp.          | 4.00    |
| <b>Total (E)</b>                               |         |
|  | SUSBS   |
| <b>SCHOOLS</b>                                 |         |
|  | Budget  |
| <b>EXPENDITURES</b>                            | 2024-25 |
| (Rs. in Lacs)                                  |         |
| <b>Financial Expenses</b>                      | 0.00    |
| Bank Charges/Comm.                             | 0.00    |
| Interest on Term Loan/Medical Equip. Loan etc. | 0.00    |
| <b>Total (F)</b>                               |         |
| <b>Personnel Expenses</b>                      | 1108.01 |
| Personnel Exp (Teaching Staff)                 | 200.67  |
| Personnel Exp (Non-Teaching Staff)             | 10.80   |
| Salary on Contract Basis                       | 0.00    |
| Stipend  | 1319.48 |
| <b>Total (G)</b>                               |         |
| <b>Student Facilities</b>                      | 0.00    |
| Sports & Games Exp                             | 0.00    |
| Student Activity & Welfare Exp                 | 450.00  |
| Scholarship to Students                        | 0.00    |
| Foreign Tour & Industrial Visits               | 0.00    |
| Hostel & Other Exp.                            | 0.00    |
| Transport Charges                              |         |
|  | 450.00  |
| <b>Total (H)</b>                               | 2130.23 |
| <b>Grand Total I = (D+E+F+G+H)</b>             |         |

SHARDA UNIVERSITY - NON - RECURRING BUDGET FOR THE YEAR 2024 -25

|                                    |         |
|------------------------------------|---------|
|                                    | SUSBS   |
| <b>NON-RECURRING EXPENDITURE</b>   | Budget  |
|                                    | 2024-25 |
|                                    | 0.00    |
| Building                           | 40.00   |
| <b>Equipment/Lab/Computer etc.</b> | 20.00   |
| Equipment (Other Than Lab)         | 0.00    |
| Lab Equipment                      | 20.00   |
| Computer                           | 5.00    |
| Furniture                          | 10.00   |
| Books                              |         |
| <b>Total</b>                       | 55.00   |



# Simplifying Business Learning



To  
The Dean  
Sharda School of Business Studies  
Sharda University  
Greater Noida (UP)

SSBS/01

7<sup>th</sup> Sep, 2024

**KA : Dr. Kapil Pandla, Dean.**  
**Sub : Proposal for Deploying Capstone 2.0® family of General Management Business Simulations at Sharda University Business School**  
**Ref : Ongoing Discussions and Student demo held on 30<sup>th</sup> Aug, 2024**

Dear Sir,

Greetings from Bizlead.in. I wish to thank you for considering Bizlead.in (AG&G Associates) as your Simulations partners.

With respect to discussions with Founder, Mr Ajit Patel, I am delighted to make the following offer for your college for your **MBA Students**.

**1. General:**

- A. Total Number of Teams of Max 6 Students Each: 10
- B. License validity: 6 Months from the date of course creation
- C. Simulation Deployed: Choice of Simulation between Capsim Core/ Capsim Global, **Capstone Reg/ 2.0/ Sustainability.**
- D. Simulation can be deployed in multiple formats based on schools learning objectives. Most common usage being a Capstone program with 30 Hours of professor input and 60 Hours of student work.

**2. Financial Quote:**

**A. Choice of Simulation models: Footrace Model**

**Supply of Bare Simulation Licenses: Delivery by SSBS/ Adjunct Professors as per course plan.**

- One User id per team.
- Human teams compete with 5 computer teams in one Industry. Multiple industries to scale.
- Student Grading on absolute performance across all industries.
- **Ongoing Support and query resolution throughout the program.**
- **Professorial Ids for a select group of professors teaching the simulation.**

| Simulation                      | USD/ Team | INR/ Team | INR/ Stdnt | Expected Teams No | TOTAL INR | GST 18%  | GRAND TOTAL |
|---------------------------------|-----------|-----------|------------|-------------------|-----------|----------|-------------|
| Capstone 2.0/ REG/ Sust/ Global | 72.00     | 6120.00   | 1020.00    | 10.00             | 61200.00  | 11016.00 | 72216.00    |

**RS. Seventy-two thousand Two Hundred and Sixteen Only.**

**B. Choice of Simulation models: Tournament Model**

**Supply of Bare Simulation Licenses: Delivery by SSBS/ Adjunct Professors as per course plan.**

- One User id per Student.
- Human teams compete with mix of other human & computer teams in one Industry. Multiple industries to scale.

**AG&G Associates, Regd & Head Office : #16A, Jupiter Building Trinity World, Seaport Airport Road, CSEZ PO, Ernakulam – 682037, Kerala . [www.bizlead.in](http://www.bizlead.in) . [www.capsim.com](http://www.capsim.com) . [www.stukent.com](http://www.stukent.com), [info@bizlead.in](mailto:info@bizlead.in). Ph : +91 8589097909**



- Student Grading on performance in respective industry.
- Ongoing Support and query resolution throughout the program.
- Professorial Ids for a select group of professors teaching the simulation
- All Students eligible to compete in Capsim Global Challenge to be held twice a year.
- Additional guidance to Students competing in Capsim Global Challenge at no charge.

| Simulation                      | USD/ Team | INR/ Team | INR/ Stdnt | Expected Teams No | TOTAL INR | GST 18%  | GRAND TOTAL |
|---------------------------------|-----------|-----------|------------|-------------------|-----------|----------|-------------|
| Capstone 2.0/ REG/ Sust/ Global | 180.00    | 15300.00  | 2550.00    | 10.00             | 153000.00 | 27540.00 | 180540.00   |

**Rs. One Lakh Eighty Thousand Five Hundred and Forty only.**

- C. 2 Days FDP Program for professors of SSBS at campus covering Academic and administrative aspects of Capstone simulation.

| Particular                       | INR/ Batch | No of Batches | Total    | GST @ 18% | GRAND TOTAL |
|----------------------------------|------------|---------------|----------|-----------|-------------|
| Faculty Honorarium 12 Hr Contact | 32400.00   | 1.00          | 32400.00 | 5832.00   | 38232.00    |

**Rs. Thirty-Eight Thousand Two Hundred and Thirty Two Only.**

- D. In case Teaching Assistance is opted instead of FDP from Bizlead team for a 12/ 18/ 30 Contact Hour Program for the students.

- Program will be conducted as a single class of max 60 students each. Additional Batches for larger number of students.
- Typically, the stress is to teach simulation using the extensive **practice experience** available with team Bizlead, focussing on application of Business Strategy and concepts to typical corporate roles.
- Programs can be spread over 2/ 3 days or Entire semester based on the different learning objectives.

**Full Semester : 30 Hours Contact/ Class of 60**

| Particular                       | INR/ Batch | No of Batches | Total    | GST @ 18% | GRAND TOTAL |
|----------------------------------|------------|---------------|----------|-----------|-------------|
| Faculty Honorarium 30 Hr Contact | 81000.00   | 1.00          | 81000.00 | 14580.00  | 95580.00    |

**INR Ninety-Five Thousand Five Hundred and Eighty.**

**3 Days Continuous Simulation Workshop: 18 Hour Contact/ Class of 60**

| Particular                       | INR/ Batch | No of Batches | Total    | GST @ 18% | GRAND TOTAL |
|----------------------------------|------------|---------------|----------|-----------|-------------|
| Faculty Honorarium 18 Hr Contact | 48600.00   | 1.00          | 48600.00 | 8748.00   | 57348.00    |

**INR Fifty-Seven Thousand Three Hundred and Forty-Eight.**

**2 Days Continuous Simulation Workshop: 12 Hour Contact/ Class of 60**

| Particular                       | INR/ Batch | No of Batches | Total    | GST @ 18% | GRAND TOTAL |
|----------------------------------|------------|---------------|----------|-----------|-------------|
| Faculty Honorarium 12 Hr Contact | 32400.00   | 1.00          | 32400.00 | 5832.00   | 38232.00    |

**INR Thirty-Eight Thousand Two Hundred and Thirty-Two.**



**BIZLEAD.IN**  
AG&G ASSOCIATES

Simplifying  
Business Learning

### 3. Other Terms

- Programs will be created post receipt of firm work order from the college in writing.
- The prices will go up or down based on the number of Actual team licences procured.
- Invoices will be raised on the day of course creation, and are payable within 14 working days.
- School can choose to buy only the bare simulation license or additionally ask Bizlead to teach the program also at the prices mentioned above.
- Student testimonials, Photographs and Videos generated during the program are permitted to be used by SSBS and Bizlead.in in their social media and other marketing communication.
- **Additional** Travel, Boarding and Lodging of the faculty for the duration of the program may please be arranged by the college.
- Prices quoted are valid for courses created up to **31<sup>st</sup> Oct, 2024.**

### 4. Accreditation: All Capsim Programs are accredited with AACSB and ACBSP.

I hope you find the above in order.

We look forward to working with you and your team.

Thanking you  
Yours faithfully,

(Shivani Garg)  
Head of Accounts and Admin  
& Authorised Signatory

Encl : Typical 30 Hour Program Structure is appended herewith.





Dr. Monica Agarwal (SSBS Professor) &lt;monica.agarwal@sharda.ac.in&gt;

## Proposal to Deploy Capstone 2.0 Family of Business Simulation at SSBS

3 messages

Ajit Patel &lt;ajit@bizlead.in&gt;

4 September 2024 at 17:56

To: "Dr. Kapil Pandla (SSBS Professor)" &lt;Kapil.pandla@sharda.ac.in&gt;

Cc: "Dr. Monica Agarwal (SSBS Professor)" &lt;monica.agarwal@sharda.ac.in&gt;

Dear Sir,

I trust you are doing well.

As per my discussion with Dr Monica Agarwal, I am attaching herewith the business proposal for deploying Capstone 2.0 Business simulation at SSBS.

Kindly note that these are unique terms quoted to SSBS and hence may please be kept confidential.

Looking forward to your kind further guidance on this.

Thank you and best regards

Ajit Patel

Founder - Chief Learner

+91 8589097909

+91 9571994445

#16A, Jupiter Building, Trinity World, Seaport-Airport Road, CSEZ PO  
Kochi - 682037, Kerala, India. [www.bizlead.in](http://www.bizlead.in) , [www.capsim.com](http://www.capsim.com)
 CAPSTONE\_PROP\_SSBS\_040924.pdf  
229K

Dr. Monica Agarwal (SSBS Professor) &lt;monica.agarwal@sharda.ac.in&gt;

4 September 2024 at 18:48

To: "Mr. Shashank Kumar (SSBS Professor of Practice)" &lt;shashank.kumar1@sharda.ac.in&gt;

[Quoted text hidden]

 CAPSTONE\_PROP\_SSBS\_040924.pdf  
229K

Ajit Patel &lt;ajit@bizlead.in&gt;

7 September 2024 at 15:24

To: "Dr. Kapil Pandla (SSBS Professor)" &lt;Kapil.pandla@sharda.ac.in&gt;

Cc: "Dr. Monica Agarwal (SSBS Professor)" &lt;monica.agarwal@sharda.ac.in&gt;

Dear Sir,

With reference to discussions with Professor Monica ma'am, I am attaching herewith an updated proposal for 10 licenses of Capstone 2.0 Simulation.

Kindly note that due to low volumes, we will need to charge additionally for the 2 say FDP program at campus.

I hope you find this in order.

Looking forward to working with you to bring this unique program to your students.

Thank you and best regards,

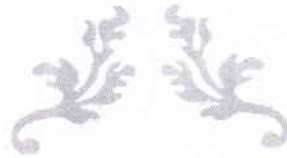
Ajit Patel

[Quoted text hidden]

Rs 2000/- only  
monica



**CAPSTONE\_PROP\_SSBS\_070224.pdf**  
221K



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# PROPOSAL FOR SHARDA UNIVERSITY GREATER NOIDA

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Cesim Simulation Games



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## Introduction

**LEARNING BY DOING IS THE BEST WAY TO PRACTICE BUSINESS SKILLS.**

Our business management simulations help Institutes improve the decision-making skills, business competence and overall employability of students/ participants by engaging them in an interactive and fun online learning environment.

Our business simulations empower participants to run their virtual businesses. Just like in real life, the teams compete against each other to gain market share. The right decisions lead to success while the wrong ones to invaluable problem-solving experiences. The learning process of the course or training is guaranteed to be efficient and fun. Participants are provided with a decision-making tool that helps them to try and practice with different scenarios as well as analyze the outcomes of their decisions and projections. In addition, the simulation generates a range of reports that help the teams analyze and benchmark their performance against their competitors.

The training process is effective and robust. There is no need for any software installations, and the use of our simulations does not introduce any additional vulnerability to the client's IT-infrastructure. Participants and instructors need only an internet connection and a browser. The simulations work on all popular browsers like Chrome, Firefox, Safari, and Internet Explorer.

## CESIM Simulation Portfolio

### Simulation Game

Each simulation market consists of 2-12 teams, with 1-8 members in each. The

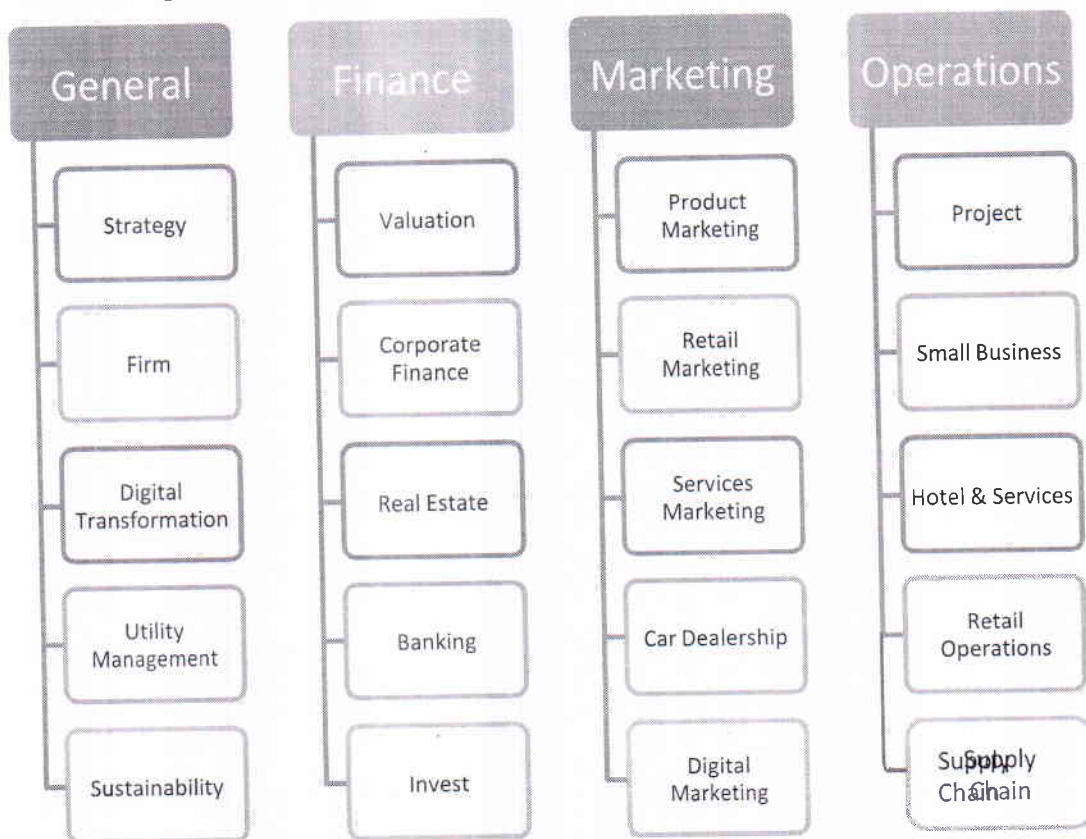
number of parallel simulation markets is not limited, making it possible to utilize the simulation for any number of participants.

All teams start from the same position, with similar market shares and profits. Equally, teams will face the same market conditions during the simulation.



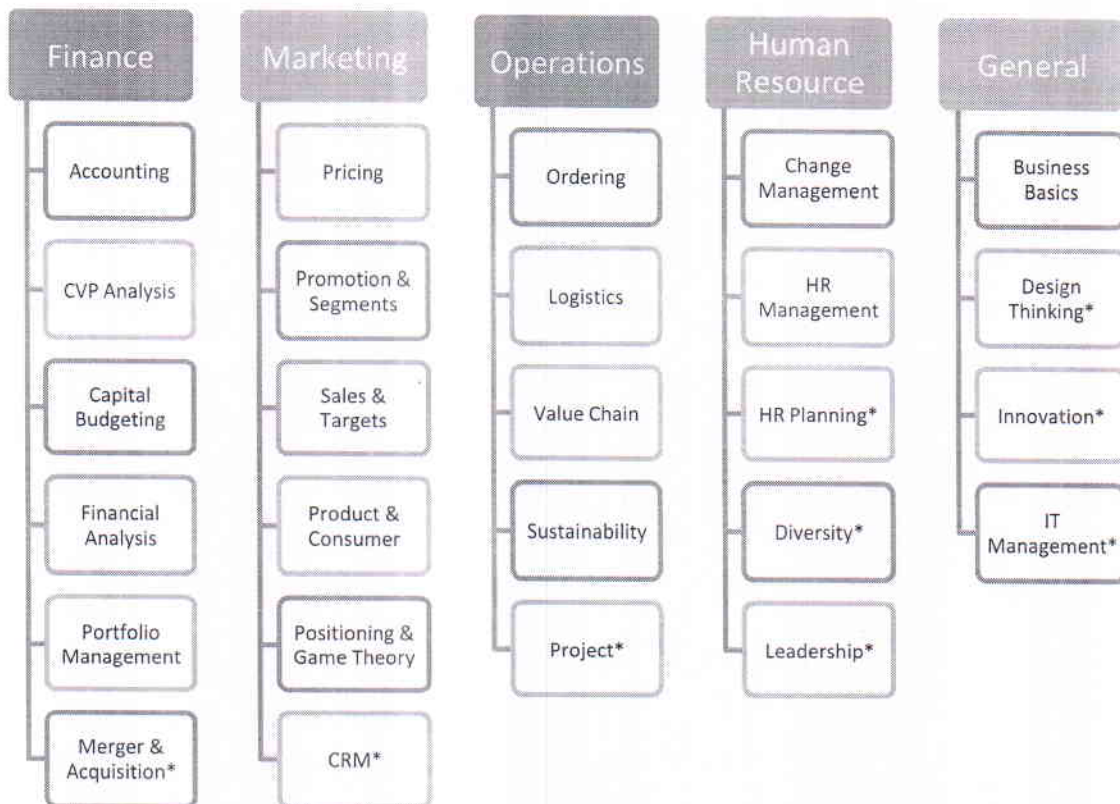
Note that the teams compete against other teams in their market, not against a computer. The decisions of each team influence the other teams' results and the market development overall.

An exception to the above is the Project Management Simulation in which one simulation can have a maximum of 4 teams with 1-8 members in each. The teams collaborate to finish a project within a given schedule and cost constraints while maintaining quality expectations.



## Microsimulation Game

The microsimulations are single-player, topic-focused 1 to 5 hours modules consisting of multiple case studies, scenarios and attempts which help educators teach the following concepts in the class:



\*Indicates under-development.

## Conversational Simulation

The conversational simulations are voice-based, single-player, topic-focused 60 to 90 minutes modules consisting of multiple roles, scenarios and attempts which help participants to practice the following concept:



\*Indicates under-development.

### Customization Options

CESIM offers powerful user-level customizability and modularity options that allow it to be adjusted for different target groups and experience levels. In addition, the system permits the instructors to create and modify their cases with personalized storylines, parameters, and context.

### Commercial Inclusion

- Licenses for microsimulation & simulation as per package
- Train The Trainer Program for educators
- Teaching Notes for Educators
- Self-paced video tutorials and e-learning courses for platform understanding.
- Co-facilitation support for the first two sessions with the participants
- Completion Certificates for Students
- Cesim certified instructor certificates for educators
- Customization of the simulation as per market context
- AI-powered feedback and assessments
- Outcome-based programs for accreditation.
- Free licenses for student-led inter-college competitions.
- Free licenses for the FDP programs for an annual site license package



## Commercials for the Simulation Course

Based on discussion with the Institute, the simulation & microsimulation will be conducted across the semester/trimester/year.

### Pricing Matrix

#### Applicability of Pricing Matrix

- 1 student = 1 license
- 1 simulation/microsimulation license allows the student to go through 1 game model (if the student goes through 2 game models i.e., Pricing Game followed by Business Ethics, would imply 2 licenses)
- The mentioned prices are exclusive of 18% GST.
- The validity of licenses is 1 year from the date of purchase.

#### Pay-per-use model

The below-mentioned prices are the standard pricing offered for academic usage as per the discussed requirements:

|                               | Microsimulation   |
|-------------------------------|-------------------|
| Modules/Game                  | 5 Microsimulation |
| Standard Price without AI     | Rs. 2250          |
| Minimum No. of Students       | 60                |
| Discount                      | 20%               |
| Discounted Price per Students | Rs. 1800          |
| AI Credit                     | 0                 |
| Total Price With out GST      | Rs. 1,08,000      |
| Price Including GST (18% GST) | Rs. 1,27,440      |

## Payment Terms

### Advance Payment

## Simulation License Usage Terms

- Simulation licenses to be used for SHARDA UNIVERSITY -G.NOIDA-related academic programs and in compliance with Cesim's license usage policy: <https://www.cesim.com/terms-and-conditions>
- Simulation licenses to be used within the territory of India