



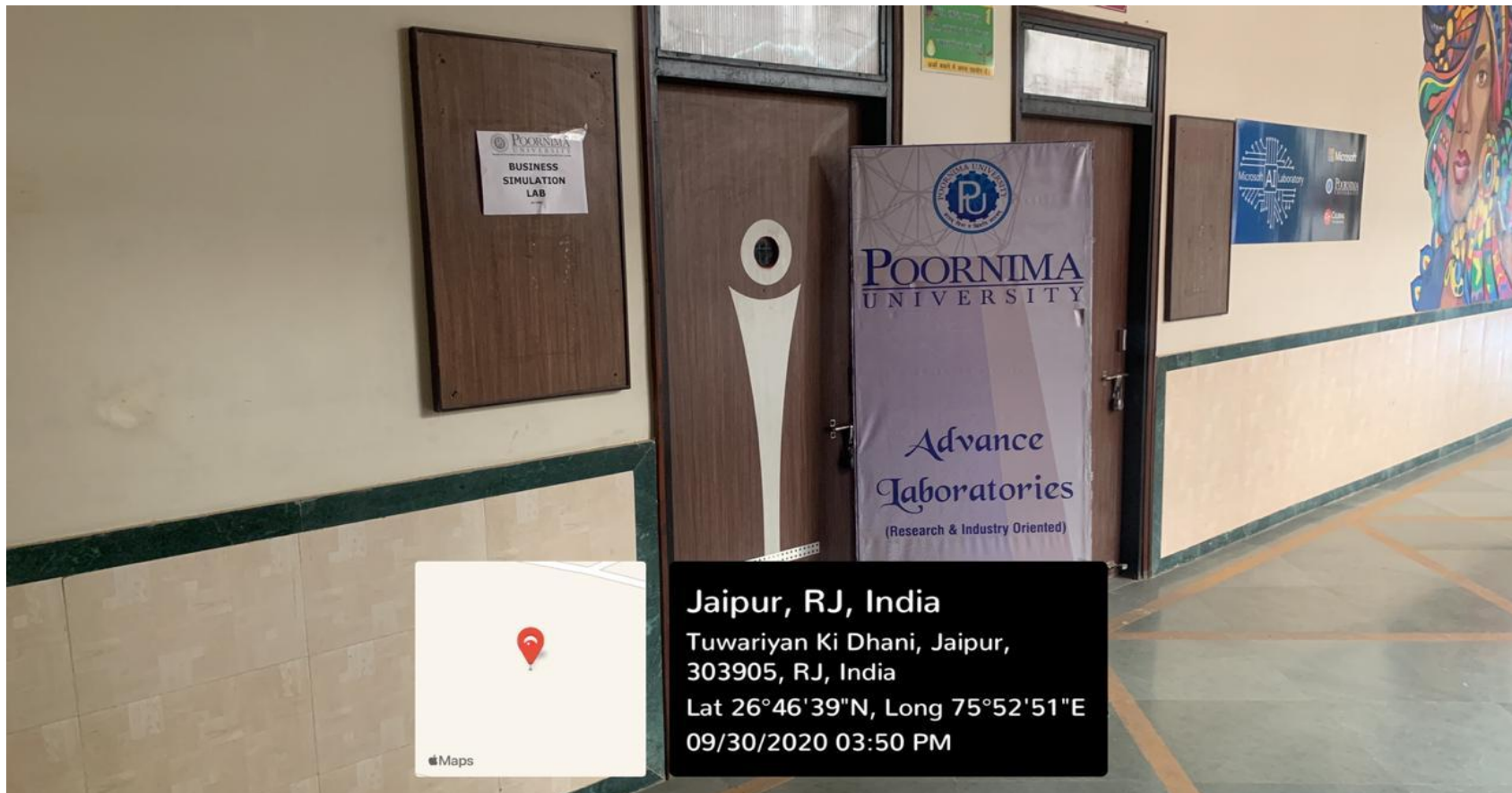
**POORNIMA**  
**UNIVERSITY**

## **BUSINESS SIMULATION LAB**



Business simulation is a pragmatic and experimental tool which enables participants to learn business strategies in an interactive, riskless and virtually real environment. Business simulation activities and games improves participant's business skills in various fields like financial analysis, market research and analysis, operations management, decision making and problem solving, communication skills and mentorship.

Business Simulation Lab at Poornima University offers a virtual experimental environment to the students as well as faculty where they experience and analyse market concepts and design various decisions through simulated trading activities.





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