A REALM OF EXPERIENTIAL AND ACTIVE LEARNING

Amity Innovation Incubator in association with Team Business organised a premier BOX program, an activity-based workshop on entrepreneurship in a simulated business environment facilitated by Andre Van Der Bergh, the primary facilitator at Wharton Business School, University of Pennsylvania.

The BOX program is an engaging hands-on business simulation where people experience the world of entrepreneurship. Six teams of five participants each compete with one another using the simplest of tools – sheets of paper, glue sticks, rulers, scissors, pencils and a simple wall chart.

The business runs for five imaginary months with several stages and challenges which include supply/demand, competitive rivalry, impact of technology, impact of quality and challenge of the future.

It begins with a practice month where teams understand the process of working together, role allocation and generating profits, how value and profit is added to business, and management decisions are made in response to the business conditions.

In January, Teams understand the concept of cash flow – including borrowing to meet shortfalls, appreciating that the environment of business changes and that as the managers of the business it is necessary to respond to these challenges.

February comes with the challenge of technology and it helps in understanding the value of technology if it is correctly used. Teams must appreciate that production methods have to change with the use of technology and it helps in scaling-up the production.

March begins with changing needs of customer. Teams must appreciate that the customer has changing needs - and that if quality is required then it must be provided and also understand that production methods must change if quality is to be provided and improved.
In April, the demands for the product nosedived and teams have to understand that this requires a strategic response and preparation for the next month and this calls in the concept of breakeven analysis.

Teams understand the impact of competition in a market in May and that customer decisions are partly made on the basis of the price. Advertising plays a significant role to achieve an edge in a competitive market.

All the while, the facilitator guides the students through the process of running start-up companies from investing in hard assets and manufacturing to financial management which makes it much simpler to understand.

”It is an outstanding way to understand a business from the ground up – Teams see how production could fail and how it could substantially improve – it really helps to understand the challenges and decisions that go into a business.”

It is best of the time, age of wisdom, epoch of belief, season of light and spring of hope in just eight hours.