



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

A Unit of Maharaja Agrasen Technical Society
Affiliated to GGSIP University; Recognized u/s 2(f) of UGC
Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution
Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi -110086, INDIA
Tel. Office: 8448186947, 8448186950 www.maims.ac.in



February 10, 2025

Academic Session -2024-2025

Name of Event: The Capital Crusade- A Business Simulation Event

Organizing Unit: COMMPACT- The Commerce Society of MAIMS, Business Administration

Head of the Institution: Prof. (Dr.) Rajni Malhotra Dhingra

Convener: Bharti Chaudhary

Date of the Event: 06th February 2025

Time of the Event: 12:30 PM

Mode: Offline

Number of Teams: 8

Introduction to the Event

On 06th February 2025, Commpact - The Commerce Society of MAIMS hosted an engaging event titled "The Capital Crusade: Trade, Expand, Dominate". The Capital Crusade was an engaging, strategy-based business simulation event incorporating 40 participants designed to challenge participants' entrepreneurial and decision-making skills. Teams competed to build the most successful company by strategically acquiring resources, developing key business departments, expanding into new markets, and overcoming unforeseen challenges.

Purpose

- Enhance business acumen and strategic thinking.
- Foster teamwork and negotiation skills through trading and acquisition.
- Simulate real-world business challenges, encouraging problem-solving and adaptability

Event Highlights

Round 1: DEAL OR NO DEAL

Resource Acquisition & Trading

The campus was divided into four zones, each specializing in a specific resource:

1. Tech Hub → Technology
2. Financial District → Capital
3. Industrial Sector → Operatives



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4. Skill Academy → Skill

Each team was assigned a base zone and received an initial set of resources. Zones were activated in a phased manner through a chit-draw system. Teams could trade resources exclusively with other teams (no direct bank exchanges).

BANK Department:

Introduced in Round 2, allowing teams to exchange surplus resources. Each team was limited to two transactions.

Round 2: BUILDING BLOCKS

Phase 1: Patent Filing

Teams finalized their corporate identity by creating:

1. A company name
2. A logo and tagline

Filing a patent provided strategic advantages.

Phase 2: Department Setup

Departments:

- Marketing
- R&D
- HR

Round 3: THE EXPANSION TRAIL-Market Expansion & Crisis Management

Phase 1: Market Expansion

Teams spent resources to acquire new market regions:

- National Market
- International Market

Phase 2: Crisis Management

Teams drew Crisis Cards detailing unexpected business challenges. Effective resource allocation was required to resolve issues. Unresolved challenges led to resource loss or point deductions. A Secret Element: Insider Trading was unlocked, adding complexity to decision-making.

Winning Criteria:

The team with the highest overall score was declared the winner.



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Rules and Guidelines:

1. Each team consisted of 3-5 members.
2. The event had three rounds, each with specific objectives.
3. Trading, acquisition, and decision-making rules had to be followed strictly.
4. Time limits were enforced; delays resulted in penalties.
5. Trading sessions were limited to 2 minutes per transaction.
6. A maximum of 4 tokens could be traded per deal.
7. Trading was restricted to the respective base zone.
8. Only 2 members per team could participate in trading at a time.
9. Insider Trading rules were disclosed separately for a fee.
10. Any attempt to cheat, forge deals, or disrupt other teams resulted in penalties.
11. The organizing committee had the final say in case of disputes.

Market Growth Indicators:

1. Patent Filing → Market value increased by \$5 million.
2. Department Setup → Each department setup increased market value by \$5 million.
3. National Market Entry → Value increase varied by time taken.
4. International Market Entry → Value increase varied by time taken.
5. Crisis Management → Success led to a \$10 million increase; failure resulted in a penalty.
6. Each Successful Trade → Increased market value by \$1 million.

Conclusion

The Capital Crusade was an exceptionally successful and engaging event, captivating participants with its dynamic structure and real-world business simulations. The competition was intense, and participants demonstrated impressive strategic thinking, negotiation skills, and teamwork. The event provided a platform for learning essential business concepts, decision-making under pressure, and adapting to market fluctuations. Participants left with valuable insights into business operations and strategic planning, making it a truly enriching experience. The overwhelming enthusiasm and competitive spirit displayed by the teams highlighted the event's impact and success, making it one of the most engaging and educational events hosted by COMMPACT.



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