

UFV Business students rank #1 in worldwide business simulation



Sunny Mahajan, Gurinderjeet Kaur and Shefali Joshi were honoured in Chandigarh for securing a #1 worldwide ranking in an online business simulation they have been conducting for their business policy class. They are congratulated by Dr. AC Vaid, Principal of SD College Chandigarh; Professor DJ Sandhu (UFV President's Advisor on India); Dr. Skip Bassford, UFV President and Vice-Chancellor; and Kim Milnes, UFV Business instructor.

The University of the Fraser Valley (UFV), which delivers its industry-driven Canadian Bachelor of Business Administration degree program in Chandigarh in collaboration with Sanatan Dharma College, recently honoured three students who ranked #1 in a worldwide business simulation. The team of third-year students — Ms. Shefali Joshi, Mr. Sunny

Mahajan, and Ms. Gurinderjeet Kang — achieved the top spot in the Glo-Bus online business simulation, amongst 1725 teams and 105 participating universities and colleges worldwide.

Glo-Bus is the world's only truly international simulation focusing on competitive business strategy. In this online exercise, students run a digital camera company in

head-to-head competition against other companies run by class members. Selling digital cameras in Europe-Africa, North America, Asia-Pacific, and Latin America, company managers must make decisions regarding R&D, component usage, camera performance, product line breadth, production operations, work force compensation, outsourcing, pricing, sales and marketing, and finance. At UFV, the simulation is a key project for its Business Policy class.

UFV's BBA in Chandigarh is designed in consultation with leading employers to reflect real industry need. Students practice each concept in teams, and as early as the first semester, they complete projects for existing businesses to gain real skills. Heavy emphasis is placed on developing soft skills like time management, organization, teamwork, leadership, communication, presentation, critical thinking, and strategic analysis, to reflect needs of today's employers.