



**madhyamam daily**



**Backwaters '11**  
18 - 20 Nov  
Powering Our Future

# Beat the Market

First Prize - Rs 25000  
Second Prize - Rs 15000

Registrations open from  
23rd Oct 2011 - 30th Oct 2011

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27% Annual Growth in Profits

No.1 Market position

12% of Company's Revenues

2nd largest Market share

New Market Entry

Monopoly

5th largest Market share

New Market Entry

New Market Entry



# EVENT INTRODUCTION



**Backwaters '11**  
18 - 20 Nov  
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Backwaters'11 in association with **Gold Simulations**

presents

## **“Beat the Market” – An Interactive Microeconomics Game**

We bring you a chance to be on the driver's seat, a simulation game where you are the chairman of the board of directors of a firm. But you don't have enough cash to do it all. You don't have the best talent pool ever. You do not have the best of ideas - all you have is yourself !! Build a team of 3-4 astute bravehearts who love challenges and riding together with the team, venture out on a scintillating corporate adventure that leads you through **a maze of strategies, game changing decisions, negotiations and presents the tightest of corners** to test what you have really got, in and outside the book. Like they say... *“Traffic is alive”...*



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# EVENT FORMAT

The event contest will consist of **TWO ROUNDS**. The first round presents a challenge to manage a company in a highly competitive market with many firms. The “winners” will then qualify for round two and be divided into smaller, highly concentrated markets competing against 8 rival firms. To be successful in this contest you must demonstrate expertise in managing the company well in two very different and challenging market environments.

## Round 1: (1<sup>st</sup> -5<sup>th</sup> Nov'11)

- Teams will be assigned to compete in one of 4 Competitive Markets.
- There will be a total of **4 periods**
- Based on cumulative profits over 4 periods , the top 16 firms from each “competitive market” will be allowed to advance to Round 2.
- Therefore in total, **64 firms will be advancing**

## Round 2: (7<sup>th</sup> -12<sup>th</sup> Nov'11)

- The challenge becomes tougher as the market evolves to an Oligopoly, and the decisions of an individual team will also impact the functioning of the market as a whole and also on its competitors
- Teams will be divided into **8 oligopoly markets** with 8 rival firms in each market
- Based on cumulative profits **over 5 periods** of play the top firm from each oligopoly market will be evaluated for 1st, 2nd, and 3rd place.
- The selections will be based on a comparison of the relative profit standings within each market to determine the award level



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# REGISTRATION GUIDELINES



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## Step I: Registration on IIMK Backwaters website: (23<sup>rd</sup> -30<sup>th</sup> Oct'11)

1. Register for the event at the IIMK Backwaters website: [www.iimkbackwaters.com](http://www.iimkbackwaters.com).
2. Each team will then be assigned a **Course ID number** and a **unique team number**, to compete in one of four competitive markets. These numbers will place you in the correct market and firm for the contest.
3. Use these numbers for completing the online registration (Step 2 below).

## Step II: Completing the Online Registration

1. Go to the link <http://www.goldsimulations.com/new/econSims/iimk.html>
2. You will be forwarded to the **BEAT THE MARKET simulation screen**. Then subscribe as a "New Student" by clicking "**Subscribe**" in the login box on the top right of the page and follow the instructions. In the **Order Information Section**, enter the **Promo Code 54897051** to allow free access. In the **Account Information Section** enter the **Course ID #** given to you when you registered. This will automatically place you in your assigned Competitive Market.

*Note: Each member of your team must subscribe separately to be officially listed in the contest.*

4. Once you have subscribed, you can login at <https://www.btmgame.com> using your username and password. (You no longer need to use or remember the course ID# or Promo code)



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# PRACTICE GAME

- Each team is allowed to play a **Practice Game** to get a better understanding of how the simulation works. You will be able to play the Practice Game as soon as you register for the Contest up to the time of the launch of the contest game.
- Refer to the [IIMK Student Manual](#) for details about playing the game
  - Login at <https://www.btmgame.com> using your username and password
  - To access the PRACTICE simulation game for the Initial Round, click the **Coursework** tab that appears near the top of the page
  - Then click the game **“IIMK PRACTICE GAME”** to view the game

**Note:** In the Practice Game you will be competing against ONLY computer managed firms, therefore you can play the practice game individually or in teams at any time that is convenient to you. After making decisions for the Practice Game for each period of play, you must press the “execute tab” to advance the simulation. (In the actual contest, you do not have an “execute” tab, the execution will be done automatically by the game administrator).

**Technical Support:** If you have questions or problems with the simulation program, you may contact Gold Simulations at [www.goldsimulations.com](http://www.goldsimulations.com) by clicking “Contact” near the top right of the page.



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# ROUND 1: Begins 1<sup>st</sup> Nov'11

- Login at <https://www.btmgame.com> using your username and password. Click the *Coursework tab* that appears near the top of the page. Then click on "IIMK Contest Game Round 1" to view the game

- **Note: The first time you try to play the game, you will be asked to "Join a Firm".**

Join the firm corresponding to the Team Number assigned to you earlier. For example, if you are Team 99 then you should join as Firm 99. **All members of the same team must join the same firm.**

- The game **starts in quarter 1**, and you are given historical information about the prior quarter. At the beginning, everyone starts with a rating of 100%. The rating is based on your profits compared to the best firm in the market. Your goal is to earn the maximum profits.

- You are required to enter decisions for your firm for each decision period according to time schedule listed in the Table below. The decisions entry page in the game is found by clicking the Decision tab. You may only enter decisions for the current period which starts at quarter 1. Please ensure that you enter and save your decisions for the given quarter before the execution time for the concerned period.

- The game will be executed and the reports will be **updated within 2 hours after the deadline date and time**. You will be able to see your ranking in the game by clicking the **STUDY tab** and then the Competitive Analysis Report. After studying your new reports, make decisions for the next quarter before the next scheduled decision deadline.

Decision Period	Due Date	Decision Deadline (IST)
1	2 <sup>nd</sup> Nov'11	02.00 am
2	3 <sup>rd</sup> Nov'11	02.00 am
3	4 <sup>th</sup> Nov'11	02.00 am
4	5 <sup>th</sup> Nov'11	02.00 am



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# ROUND 2: Begins 7<sup>th</sup> Nov'11



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- The **64 winning firms** from round 1 will be assigned to compete in one of 8 OLIGOPOLY MARKETS, with 8 rival firms in each market . There will be **5 decision periods** in this round
- Your **new Course ID number** and new **team number** will be mailed to you by **6<sup>th</sup> Nov'11**
- Go to the link <http://www.goldsimulations.com/new/econSims/iimk.html>. You will be forwarded to the BEAT THE MARKET simulation screen.
- You must again **Subscribe as a "New Student"** by clicking "Subscribe" in the login box on the top right of the page and follow the instructions. In the Order Information Section enter the **Promo Code mailed to you** to allow free access. In the Account Information Section enter the new Course ID number mailed to you. This will automatically place you in your assigned Oligopoly Market.

*Note: Each member of your team must **subscribe separately** to be officially listed in the contest.*

- Please ensure that you enter and save your decisions for the given quarter before the execution time for the concerned period. The game will be executed and the **reports will be updated within 60 minutes after the deadline date and time.** You will be able to see your ranking in the game by clicking the **STUDY tab** and then the Competitive Analysis Report. Study your new reports and make decisions for next quarter before the deadline.

Decision Period	Due Date	Decision Deadline (IST)
1	8 <sup>th</sup> Nov'11	02.00 am
2	9 <sup>th</sup> Nov'11	02.00 am
3	10 <sup>th</sup> Nov'11	02.00 am
4	11 <sup>th</sup> Nov'11	02.00 am
5	12 <sup>th</sup> Nov'11	02.00 am



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# IMPORTANT DETAILS

## IMPORTANT DATES

DESCRIPTION	DURATION	RESULT DATE (TENTATIVE)
Registration	23rd – 30 <sup>th</sup> Oct'11	--
Round 1	1 <sup>st</sup> – 5 <sup>th</sup> Nov'11	06-Nov-11
Round 2	7 <sup>th</sup> – 12 <sup>th</sup> Nov'11	18-Nov-11

## Rules & Regulations

1. Team size should be **3-4** members
2. Event is open to students from all B-Schools
3. Participants in a team can be from the same or different institutes
4. No participant should be a part of more than one team
5. After registering for Backwaters'11 at [www.iimkbackwaters.com](http://www.iimkbackwaters.com); the participants have to **register** themselves through the online event registration portal on the site. Event registration will start on **23:59hrs IST, 23<sup>rd</sup> Oct'11**. Then proceed as per the steps mentioned under in **Slide 4**

## CERTIFICATES OF RECOGNITION

The **TOP 3 teams** of the 8 Oligopoly Markets in **Round 2** will be given a Certificate of Recognition for **1st, 2nd & 3rd place**, signed by **Gold Simulations**, and the author of the game, **Professor Steven Gold** from the **Rochester Institute of Technology, NY, US**.

The selections will be based on a comparison of the relative profit standings within each market to determine the award level. Relative profit standings will be based on each top firm's final cumulative profit

## PRIZES

**1<sup>st</sup> Prize: Rs. 25,000**

**2<sup>nd</sup> Prize: Rs. 15,000**



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