

Saveetha school of Management

SIMATS

Business Lab

The Business Lab at SSM enables the students to amplify the real business experiences through interactive approach. It also helps students to understand the impact of their managerial decisions by regular discussions with faculty and management experts. Moreover experience - based learning is employed through a case study pattern of teaching at SSM. This facilitates students to improve their decision making skills and flourish in the real business environment. This business lab also aids in a blended approach of theoretical and practical learning of business practices. Computers with internet connection are provided to students in the business lab to learn different aspects such as live trading, market fluctuations, trending business scenarios , etc. This is very much essential for the students to equip as companies expect their employees to be well trained. We have quality interactions in the business lab at regular intervals for ensuring that students are able to connect with the real business world well. Some of the activities like mock sessions, group discussions, expert talks, case discussions , etc are conducted in a business lab. This helps in providing value addition for students during their course. Business lab also offers hands-on-experience on management concepts and makes them industry-ready. We teach them about the softwares which will help students to do their market research. This will help the students to understand the business problems better and the way to approach it. We provide training programmes on analytics which equip students with ability to analyse and act on the data in real time. Business lab plays a crucial role as appropriate decision making and analytical skills are the need of the hour for any business. The result of

this is that students with their knowledge coupled with real-life experience make themselves an invaluable tool to find meaning in the chaos of data. Based on the business domain expertise students are able to provide context driven and customized solutions for business problems also. Business labs play a crucial and demanding role in the current business world as appropriate decision making and analytical skills are the need of the hour for any business to survive in the long run.



