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MSgames, TCA2I, IIT Bombay: Transforming Management Education
Through Experiential, Adaptive and Gamified Learning

Mumbai, October 27, 2025: While industries are being reshaped by AI, robotics and digital transformation, management education still relies heavily on static case studies and traditional lectures. This disconnect leaves graduates under prepared for real-world decision-making, problem-solving under uncertainty and the skill to collaborate effectively in dynamic environments.

MSgames, a software product by IIT Bombay alumni and professors, developed as part of a project at Technocraft Centre for Applied Artificial Intelligence (TCA2I), IIT Bombay, is addressing this challenge through a unique solution that combines experiential, adaptive and gamified learning. The team has already launched 10 interactive simulations across critical domains such as operations management, strategy, marketing, human resources and organizational behaviour, and economics.

These simulations immerse students in realistic scenarios where they must make decisions, adapt strategies and experience the outcomes in real time. By bridging theory with practice, MSgames enables learners to internalize concepts more deeply while developing the decision-making and judgment skills essential in today's workplace.

The traction so far has been strong. MSgames has been piloted or adopted at more than 50 prestigious institutes globally. "As technology evolves at lightning speed, academia and learning must keep pace—or risk becoming irrelevant. Home-grown management flight simulators are our solution to this vexing problem, ably supported by the IIT Bombay ecosystem," said faculty of IIT Bombay and Co-Developer of MSgames, Prof. T. T. Niranjan.

The widespread adoption of MSgames highlights the importance of strong institutional support in turning innovative ideas into impactful, scalable solutions. MSgames' development at TCA2I, IIT Bombay, has played a pivotal role in enabling this innovation journey. TCA2I has been made possible through the generous support of IIT Bombay Distinguished Alumnus Award recipients, Dr.

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Sharad Saraf and his brother, Mr. Sudarshan Saraf, founders of the Technocraft Group of Industries. Their vision and sustained engagement with their alma mater have been instrumental in establishing TCA2I as a hub for applied AI research and innovation. Drawing on IIT Bombay's deep expertise in AI, operations research, machine learning, data science and optimization, TCA2I collaborates closely with industry, government and the defence sector through seven specialized labs in areas such as Cybersecurity, Digital Twins, Intelligent Networks, Smart XR (AR/VR), Digital Health, Defence Innovation and Digital Innovation.

With this strong institutional foundation and its growing global footprint, MSgames is positioning itself at the forefront of the transformation of management education—building tools that prepare students and professionals not just for today's workplace, but for the uncertainties of tomorrow.

About IIT Bombay:

The Indian Institute of Technology Bombay, set up in 1958 as the second IIT, is recognised worldwide as a leader in the field of science and engineering education and research. The Institute was granted the status of 'Institution of Eminence' by the Ministry of Education (the then Ministry of Human Resources Development) on July 9, 2018. IIT Bombay is reputed for the quality of its faculty and the outstanding calibre of students graduating from its undergraduate and postgraduate programmes. The Institute has 17 academic departments, 31 Centres/ Programmes/ Academic facilities and three schools. Over the last six decades, more than 70,000 engineers and scientists have graduated from the Institute. It is served by more than 756 faculty members, with 121 women faculty, considered not only amongst the best within the country but also highly recognised in the world for achievements in the field of education and research. In June 2025, IIT Bombay was ranked 2nd in India and 129th in the world in the Quacquarelli Symonds (QS) World University Rankings for 2026. In March 2025, IIT Bombay was ranked 28th in Engineering and Technology in the Quacquarelli Symonds (QS) World University Rankings by Subject for 2025.

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