

BUSINESS SIMULATION GAMES

'An amazing experience for the students, they were totally engaged throughout, it really brought to life the classroom theories'

David Elmes – WBS Masters Programme Director

ACADEMIC EMBEDDED BUSINESS SIMULATIONS

Our Business Simulations:

- Are grounded in corporate business modelling
- Bringing to life academic theories and concepts
- Intuitive, easy to follow instructor platform
- Fully automated setup, the instructor platform will provide briefing documents, logins, release of each session
- Reduces the workload burden on teaching staff
- A new way of engaging students
- Upgrade your courses go for





KEY FEATURES



TIMINGS

30 to 120 minutes
per round



FACILITATION

Your Team or
Business Smart



STRUCTURE

3 to 6 Decision
Rounds



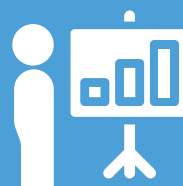
COMPETITIVE

Play against peers
or virtual teams



REALISTIC

Authentic business
scenario & KPI's



AUTOMATED

Fully automated
results system



SCORECARD

Integrated to
identify the winners



BUSINESS INVESTMENT PRESENTATIONS

"Dragon's Den"



SUPPORT

Full facilitator
support / resources



THE SMARTER WAY TO ENGAGE STUDENTS

Our business simulations immerse students into challenging real-life scenarios in a constantly changing business environment. An exciting, fun and interactive range of simulations especially designed to provide not just business and commercial knowledge, but also to quickly build student networks, break down barriers and form cohesive teams.

Using your course content and language, they experience applying decisions, setting strategies, make mistakes and analyse the impact on their virtual business as they compete against others.

UNPRECEDENTED INSIGHTS

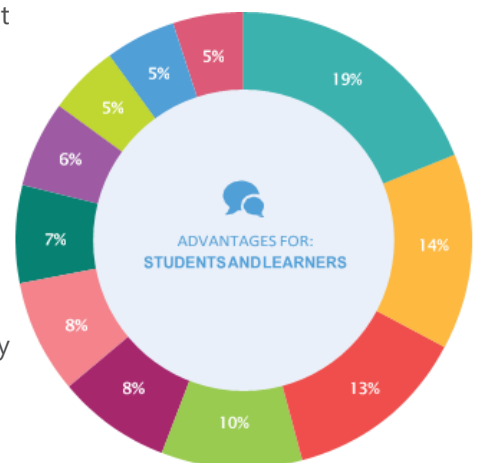
Prepare for a four-dimensional journey through the world of operating a business as a member of the management team. Students will experience the interactions of multiple business subjects providing an immersive, fully rounded exposure to the disciplines inherent in contemporary business including an option to conduct an investment pitch "Dragon's Den" style.

ENGAGING ACUMEN

In teams either online or within the classroom students will be operating in a dynamic and challenging environment, adopting the roles of a senior management team responsible for the overall performance of key functions of the business including sales, marketing, product development, manufacturing, HR and finance. Our simulations will encourage students to develop their "whole picture" thinking when pursuing their specialism such as marketing, finance or operations.

SCALABLE AND FLEXIBLE

The ability to run a simulation anywhere, anytime and in any way provides the ultimate flexibility. Students can participate through direct access or via the virtual learning environment. Academic staff through an intuitive "instructor" platform can monitor progress and performance. Simulations can be held at large student induction events, through tailored workshops, or even groups from 15 to 500 at one time.

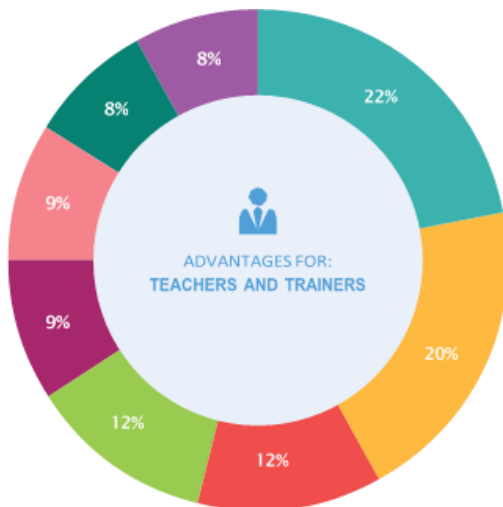


- Provides experiential learning
- Integrates dysfunctional areas
- Allows for theory application
- Consequences of decisions are seen
- Requires teamwork
- Requires involvement
- They are interactive / dynamic exercises
- They are realistic exercises
- Expose students to business competition
- They are fun
- They interest and motivate students

Our simulations deliver a complete business scenario including the interplay between each aspect of the business. They explore the application of the latest business theories, frameworks and models within the context of the challenges & risk of making real-life business decisions, including the impact on each aspect of the business, conflicts, trade-offs, and potential financial outcomes.

It will encourage students to develop their leadership acumen, emotional intelligence and project management skills assisting them when pursuing their chosen graduate position.

Ultimately, students find this a fun, challenging and rewarding experience, that they'll remember for years to come – continuing to draw on the business lessons they've experienced and learnt whilst at your University.



ADVANCED RESULTS SYSTEM

Our simulation system automatically prepares full feedback, results and reports. These are designed specifically to help recognize performance and also to evaluate the quality of participants business decisions. The simulations adopt a Balanced Scorecard approach to evaluate business performance. The overall score is based upon the team's ability to satisfy customers, generate profits, invest in the future, motivate employees, and create wealth for stockholders. The Balanced Scorecard also helps identify participants' strengths and weaknesses and compare them across the teams.

FLEXIBLE DELIVERY OPTIONS

Intensive Format

Our simulations can be run in an intensive format for programmes that are designed to run over half, 1, 2, or 3 days.

Time Phased Format

This option enables the simulations to be run over a period of weeks enabling students to apply new concepts each week, providing rich content to explore during classroom time.

EASY TO USE

Our Simulations have an intuitive look and feel. The step-by-step directions guide participants through the tasks they need to complete at each stage. Everything they need to know is at their fingertips, including a complete online manual written by Professors and Business experts.

EASY TO TAKE PART

No software downloads or installations are required, so there is often no need to involve your IT team.

All you need is to use an Internet browser and a password to login to the simulation from any internet connected PC or device.

Participants are able access our simulations from the office, hotel, home or even waiting for a train.

UNRIVALLED SUPPORT

Instructor support

All of our Business Simulations are available with full Instructor Support throughout. For our facilitated simulations our experienced facilitation team will handle everything and ensure all goes smoothly on the day.

Technical support

24 hour, 365 day online technical support is also available with our simulations – but you'll probably never use it!

- They are interactive / dynamic exercises
- Allows for theory application
- They interest and motivate students
- Measure comprehension/understanding
- Integrate dysfunctional areas
- Add variety/change course
- Easy to administer
- They are fun

BUSINESS SMART INTERNATIONAL

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FLEXIBLE DELIVERY – CLASSROOM, LECTURER THEATRE, ONLINE

We provide full facilitated support or training. Our professional facilitators have extensive industry experience and also work within academia, providing that unique ability of supporting your course or programme theories with real-life corporate experience.



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OUR PORTFOLIO OF ACADEMIC EMBEDDED BUSINESS SIMULATIONS

Simulation Name / Subject Area:	Introduction to Operating a Business	Entrepreneurial & Businesses Development	Business Management	Business Strategy Development	Leadership Behaviours Simulation	Retail Banking - Operations
Key Topics:	An introduction to operating a successful business covering entry level strategy, income statements, identifying and fulfilling customer needs profitability, forecasting	Introduction to starting-up a business: Business location, Market analysis, Customer segmentation, Competitor analysis, Product, Service, Pricing. Promotion, Place, People, Operations, Start-up investment, P&L, Cashflow, Balance sheet	Horizon strategy, Mission, financials, planning, segmentation, marketing communication, forecasting, product design	Strategy, vision & mission, financial statements, business development, channel segmentation, marketing communication, forecasting, product design, leadership & soft skills. Business Plan Proposal Presentation	Advanced Strategy, vision & mission, financial statements, business development, channel segmentation, marketing communication, forecasting, product design, leadership & soft skills. Business Plan Proposal Presentation. Emotional Intelligence, 360 peer review reflection. Government Legislation / disruption	Run and manage a bank in a challenging & dynamic competitive environment. Responsible for the overall performance of the bank including products, marketing, staff, operations, lending variables, risk and overall financial performance. Banking ratios. satisfy the customers, respond to market changes
Academic Qualification course level	Level 3 or 4	Level 4 or 5	Level 4 or 5	Level 5 or 6	Level 6 or 7	Level 6
Key Info:	4 financial periods	4 or 6 financial periods	4 financial periods	4 financial periods	6 financial periods	4 financial periods
	Country Market	Local market	Global Market	Global Market	Global Market	Country Market
	3 segments	3 segments	3 segments	3 segments	3 segments	3 segments
Time per decision round:	1 hour + feedback	1 hour + feedback	1½ to 2hrs + feedback	2½ to 3 hours + feedback	2½ to 3 hours + feedback	1 hour + feedback
Total delivery time	4 to 8hrs	5 to 8 hrs	6 to 8hrs	2 days	2 to 2½ days	4 to 8hrs
Delivery Type	Face to face or Online	Face to Face or Online	Face to face or Online	Face to face	Face to face	Face to face
Virtual or Peer Compete option	Virtual & Peer Competitor	Peer Competitor	Virtual & Peer Competitor	Peer Competitor	Peer Competitor	Peer Competitor
Participant Number Per Simulation (multiple simulations can run in tandem)	15 to 500	12 to 56	15 to 300	15 to 25	15 to 25	15 to 25

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