

SIMULATION FOR BUSINESS SCHOOL

Marketplace live simulation

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objectives

- Explain the meaning of simulation
- Illustrate business simulation, marketplace live game
- Outline reasons for using business simulation
- Limitations
- conclusion

Meaning of simulation

To do or make something that looks real, but it is not real.

examples:

flight simulation

Nursing training

Computer games

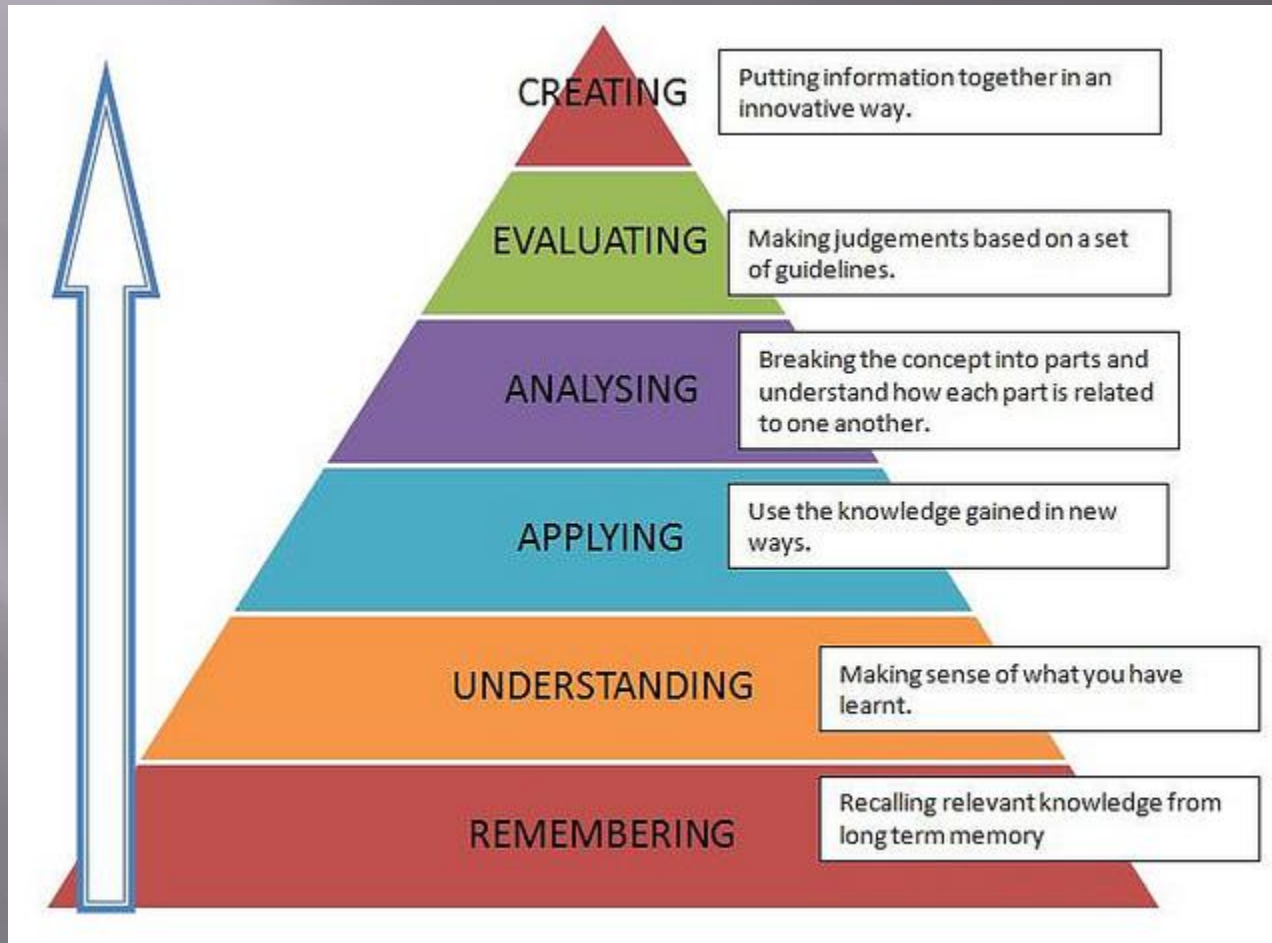
Computer simulation

- The representation of the behavior or characteristics of one system, through the use of another system especially a computer program designed for that purpose.

Simulation based learning

- Simulation is a potential powerful teaching method that engages students to develop their critical thinking and decision making skills.

Bloom's taxonomy of learning



What is business simulation?

- It is an online business simulation developed by innovative learning solution, Inc.
- It is a new learning methodology designed for specific business courses.
- A practical test for students to apply what they learned from text books.

History of Marketplace

- Dr. Ernest Cadotte, professor of learning innovation at the University of Tennessee.
- It is a family of over 20 marketing and business simulation.
- More than 600 universities and 55 countries adopting marketplace.
- More than 15 different languages.

Simulation around the world

- Africa and the Middle East
- North America
- Asia
- Europe
- South America
- Australia
- New Zealand



IndustryPlayer

BUSINESS SIMULATION GAME

INDUSTRY SECTORS

- AEROSPACE
- AGRICULTURE
- APPLIANCES
- AUTOMOTIVE
- BEVERAGES
- CHEM. & ENERGY
- COSM. & HYGIENE
- ELECTRONICS
- FOOD I
- FOOD II
- MACHINERY
- MEDICINAL
- METAL
- RECREATION
- TEXTILE
- WOOD & PAPER

Please enter a name for your industry holding and a valid email address.

Holding Name: REGISTER

Email Address: CANCEL

Country:

Registration

TYCOON SYSTEMS

Business Challenge COMPANY: Team One Inferno CASH: \$38,000
 PERIOD: Y1 / Q2 TOKENS: 4

REPORTS LOGOUT

SUMMARY CORPORATE PRODUCT 1 (PL1) PRODUCT 2 (PL2) PRODUCT 3 (PL3) PRODUCT 4 (PL4)

	Y1 / Q1	Y1 / Q2	Y1 / Q3	Y1 / Q4	Y2 / Q1
Turnover	\$98,999	\$98,999	\$98,999	\$98,999	\$98,999
Cost of Goods Sold	\$64,499	\$64,499	\$64,499	\$64,499	\$64,499
SG&A	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000
R&D	\$160,000	\$160,000	\$160,000	\$160,000	\$160,000
Depreciation / Amortization	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
Gain (Loss) on Sales of Assets	\$0	\$0	\$0	\$0	\$0
Net Interest	\$0	\$0	\$0	\$0	\$0
Net Profit	(\$142,000)	(\$142,000)	(\$142,000)	(\$142,000)	(\$142,000)
Cash Beginning of Quarter	\$250,000	\$250,000	\$250,000	\$250,000	\$250,000
Net Cash Flow	(\$64,667)	(\$64,667)	(\$64,667)	(\$64,667)	(\$64,667)
Cash End of Quarter	\$185,333	\$185,333	\$185,333	\$185,333	\$185,333
Credi Rating	BBB	BBB	BBB	BBB	BBB

Marketplace Live

Brand name:

Desktop Laptop

Component cost: 1,126

Essentials

- Base Components 300

Computing power

- Budget 330
- Mid-range 420
- High speed 490
- Ultra fast 650

Hard drive

- Standard 30
- High capacity 60
- Ultra capacity 130

Networking

- None
- Standard 36
- High speed 60

Case

- Standard 65
- Slim 85
- Slim stylish 115

Battery

- None
- Standard 33
- Long-life 150

Monitor

- 14" standard 50
- 17" advanced 140

Office software

- None
- Office 30
- Office upgrade 50

Other software

- Bus. graphics 15
- Presentation 30
- Database 35
- Bookkeeping 40
- Engineering 165
- Manufacturing 180
- Games 50
- Security suite 47

Keyboard & mouse

- Standard 22
- Expanded 33

Special features

- Touch screen 120
- Auto backup 30

Modify Save Cancel

Why business simulation?

- Gives students a chance to take the risk that cannot be taken in real life.
- Develops students' confidence by observing the result of their actions.
- Develops team working, decision making, financial and market analysis, and build leaders.
- Stimulates the competitive spirit for students, as they compete with their friends' companies.

Marketplace game



Marketplace Live Business Simulations (1).mp4

Key factors of marketplace

- Instructor is no longer the lecturer, but a business coach.
- Students' thinking will not be challenged by anyone.
- Students' excitements will be increased by having fun while they are learning.
- Students are pushed by competition and their own desire to win, as they get a financial reward.

The process of assessing overall performance

The game is assessed during 6 decision period game based on:

- Positive net income
- Balanced scorecard
- Higher order thinking abilities.
- The game is worth 1/3 of the final grade.

limitations

- ❑ Some students find the game complex in the beginning.
- ❑ Students might wait a long time to get help from the instructor.
- ❑ Instructor never tells you what to do.
- ❑ Some students ignore the feed giving.
- ❑ For Kurdish people language is barrier.

UEA Marketplace 2015



Final thoughts

The real important lesson of the game is not who wins it, but what you learn from it.