



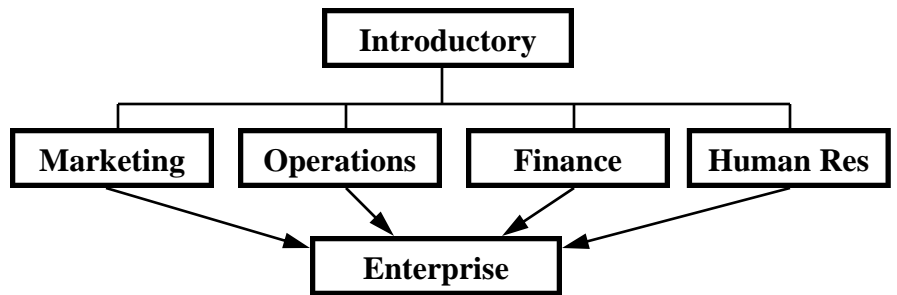
# Business Simulations

## An Integrated Business Instruction System

*BusSim* is a compilation of six business simulations and companion cases that allow the business student to apply business decision making to a single organization. The programs are divided into three levels as shown. The first level is designed to introduce the underclassman to several simplified business decision variables. The second level programs are much more detailed and designed to accompany functional core business classes. The third level is designed to integrate all the functional areas and focus on strategy development, functional coordination and enterprise profitability.

By using a common simulation process and maintaining a familiar business environment (case), the user will be able to focus on decision making; thereby increasing their ability to integrate the effect of changes in the decision variables to the business operation.

*Available in both Stand Alone or Student Editions.*



**Introductory** — Student manipulates seven decision variables each quarter for eight quarters. The objectives include managing cash and increasing profitability.

**Marketing** — Student manipulates several decision variables each quarter for twelve quarters. The objectives include developing a marketing plan, analyzing market research data and managing the demand side decision variables.

**Human Res** — Student manipulates several decision variables each quarter for twelve quarters. The objectives include improving productivity and employee satisfaction.

**Operations** — Student manipulates several decision variables each month for twelve months. The objectives include managing quality, delivery, cost and efficiency.

**Finance** — Student manipulates several decision variables each quarter for twelve quarters. The objectives include managing cash, funding the enterprise and measuring stakeholder satisfaction.

**Enterprise** — Student manipulates numerous decision variables at both the enterprise and functional levels each quarter for twelve quarters. The objectives include developing and implementing overall business strategies and analyzing business data to increase profitability of the firm. Several measures are evaluated and special attention is given to functional coordination.



## BusSim Business Simulations

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