

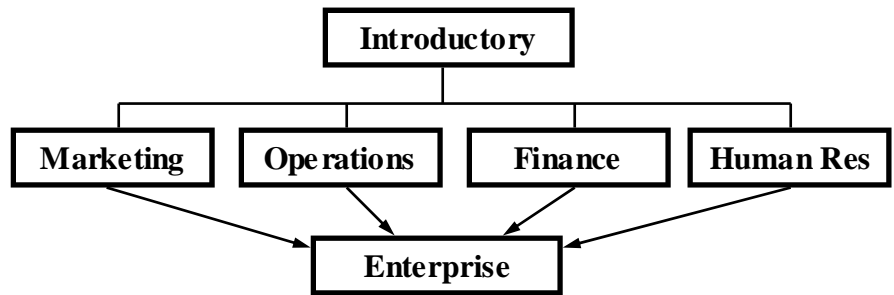


# Web Based Business Simulations

## An Integrated Business Instruction System

BusSim Web 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 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. These Web Based Editions play in your browser connected to the Internet. They can be played multiple times seeking to evaluate each successive set of decisions.



BusSim Introductory Business Simulation (Web Edition)

Quarter	Price	Marketing	Quality	Technology	Incentives	Sales	Profit	StockPrice
1	\$30.89	\$203,289	\$174,628	\$155,208	\$122,860	97,648	\$0	\$9.85

BusSim Finance Business Simulation (Web Edition)

Quarter	Price	Marketing	Technology	Incentives	Dividend	Sales	Revenue	Profit	StockPrice
1	\$32.84	\$183,031	\$144,566	\$125,201	103,176	98,526	\$2,145,529	\$162,631	\$10.39

BusSim Marketing Business Simulation (Web Edition)

Quarter	Advertising	Promotion	Quality	R&D	Expansion	Production	Sales	Revenue	Profit
1	\$168,807	\$130,834	\$152,862	\$128,878	0	222,000	208,849	\$8,810,191	\$810,718

BusSim Operations Business Simulation (Web Edition)

Month	Fabric	Hardware	Tubes	Pieces	Ships	Frames	OutdoorPak	SchoolPak
1	0	4,841	2,450	23,029	0	13,527	0	32,450

BusSim Human Resource Business Simulation (Web Edition)

Emp	Type	Title	Senior	Rating	Salary	Profit	Pay	Bonus	Age	Race	Sex	Marital	Ed
1	Executive	Pres	15	10	100%	\$100,000	\$0	\$4	54	W	M	M	D

BusSim Total Enterprise Business Simulation (Web Edition)

Quarter	Advertising	Promotion	Quality	R&D	Technology	Incentives	Training	Maint	Profit
1	\$287,329	\$203,491	\$197,606	\$150,949	\$145,479	\$0	\$16,763	\$28,881	\$854,925



## BusSim Business Simulations

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