



# Teaching Business

## Tools for Teaching Introduction to Business

Our **Teaching Tools** are simple simulations/tools of everyday business activities that can be used to **apply** business concepts. They are meant to be used as tools, in or out of the classroom environment, for learners to **practice** their business decision making skills. We have several tools that are directly applicable to teaching introductory business courses. These include an Introductory Business simulation and **two** business concept simulations.

### Introductory Business Simulation

Our BusSim series includes **six** business simulations that are meant to integrate your business curriculum. The **Introductory Business Simulation** introduces simple business decision variables such as product price, marketing, technology, and quality. The simulation allows the student to try different strategies in a discovery learning process. The focus of this simulation is on improving profitability. Twelve quarters of simulated operation are provided with this simulation. The Student edition is designed to play as part of a class with the instructor administering rounds of play. The Stand Alone edition is designed to play against nine computer players and can be played multiple times. Each of these editions use the Windows environment. The Web edition is designed to play in a browser on the Internet. It can be played multiple times and the user plays against nine computer competitors. These simulations have a small, typically \$10—\$20, cost associated with their use.

### Business Concept Simulations

Our Concept Simulations related to teaching introductory business classes include a **Profit Determination Simulation** (Mower Simulation) and a simple introductory level **Business Simulation**. These Simulations are free and may be found in the Mini Sim portion of our website. All the Concept Simulations are Web based and will run in your browser.

#### MOWER SIMULATION

**Cost Parameters**  
 Gas = \$2.50/Gal  
 Rent Mower = \$250/Day  
 Buy Mower = \$1,500/Year  
 Operator = \$60/Day  
**Operating Parameters**  
 Mower = 10 Lawns/Day  
 Gas = 1 Gal/Lawn

$P = R - E$

#### BUSINESS SIMULATION

#### Introductory Business Simulation (Web Edition)

Quarter	Price	Marketing	Quality	Technology	Inc. Sells	Sales	Profit	Stock Price
1	\$30.88	\$302,398	\$174,629	\$195,208	\$122,990	97,648	\$9	\$9.95



## BusSim Business Simulations

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