



Introductory

General Management Business Simulations

These simulations are designed to introduce basic management decision making in a small manufacturing business. The firm produces a single product. The simulation period is two or three years. The student/teams are responsible for setting limited strategies and making a few operational level decisions. These simulations are available in three editions. 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.

Decisions include:

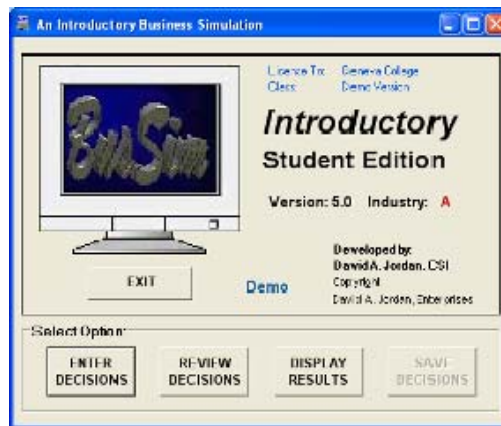
- Price
- Marketing
- Quality
- Development
- Worker Incentives
- Financial Planning
- Production

Reports Include:

- Financial Statements
- Performance Summary
- Industry Summary

Analysis Spreadsheets:

- Proforma Income
- Break Even
- Forecasting



BusSim Introductory Business Simulation (Web Edition)

Current Decisions

Price (\$)

Marketing (\$000)

Quality (\$000)

Technology (\$000)

Incentives (\$000)

Dividend (\$000)

T-Bill Invest (\$000)

Loan Pay (\$000)

Production (000)

Purchase Information

Simulate

ReSet

Final Results

Quarter 1

Financials

My Results

Information

Current Outcomes

Demand

Sales

Inventory

Profit

Cash

Return-on-Sales

Debt / Equity

Stock Price

Industry Averages

Quarter	Price	Marketing	Quality	Technology	Incentives	Sales	Profit	StockPrice
1	\$30.89	\$203,289	\$174,629	\$155,208	\$122,980	97,648	\$0	\$9.85

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