

E-LEARNING and BUSINESS SIMULATIONS

For Distance Learning and LMS Environments

LMS/SCORM Delivery Versions



Business Simulations – a key element for online business education

Business games have long been recognised as an important learning tool to develop financial and business capabilities as part of executive education programs.

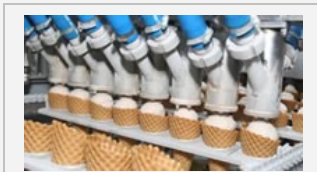
Until now these have been difficult to implement fully within many LMS systems, thus depriving training departments of real access to this valuable learning methodology.

Tycoon Systems - one of the world's largest providers of on-line, webserver-based business simulations - has developed what is probably a unique solution in the world of externally-sourced SCORM(1.2) packages for use in corporate LMS environments

Seamless SCORM/LMS integration : a round-trip system, which takes user data from LMS to simulation and back again, through one of the most dynamic and entertaining interfaces in the on-line business education market.

Example business game :

The Ice Cream Factory - Business Simulation



Profit & Loss	Quarter 1
Revenues	148,221\$
.J. Cost of Goods Sold	96,642\$
= Gross Profit	51,579\$
.J. Marketing Costs	9,000\$
.J. Fixed Costs	5,400\$

Ideal for Introduction to Business, Business Acumen Learning, Financial Awareness and Finance for Non Financial Manager style programs.

This simulation has been specifically designed for learning and applying fundamental financial and business skills in a realistic, competitive environment.

Users take over an Ice Cream factory, and set advertising and pricing budgets in a simplified marketplace. Here they will see clear linkages between inventory levels and the management decisions they have taken

Decision rounds are set to 5 minutes per business quarter, allowing time for teams to discuss policy and explore other parts of the interface, such as an optional accounting report of Balance Sheet, P&L and Cash Flow statements

In a second phase, a virtual competitor enters the Ice Cream market, and users are encouraged to expand production to counter this threat. We then explore the impact on the balance sheet, as well as introducing users to concepts of competitive dynamics.

A demo simulation is at <http://icecream.industrymasters.com>








An LMS demonstration installation (using Moodle) is at <http://lms.industrymasters.com> – click Business Simulation 101 and then “Simulation Launch Page” under Contents. This is a fully compatible SCORM package designed for LMS use



More advanced simulations

Other examples of our simulation themes are shown here. The themes could be simplified and easily redesigned for specific executive education learning objectives.

All are available for LMS applications via a downloadable SCORM package

	<p>Bank Rush The global financial crisis in 2009 began with the loss of confidence by investors - stock markets worldwide crashed with a number of banks & other financial institutions failing. Manage a Bank through the crisis! www.Bank-Rush.com</p>
	<p>Hotel Build a global hotel empire - a portfolio of properties around the world, in different hotel categories from De Luxe 5-star to Budget City Center - and compete for market share and profitability in this dynamic business game. www.HotelManagerGame.com</p>
	<p>TelCo Battle A leading provider of Mobile and Broadband telecoms services has grown significant market share. The established product lines supply good cash flows now, but may need investment to keep up with the competitors. www.TelcoManagerGame.com</p>
	<p>Sustainability Build a successful print/media business that values CSR - Corporate Social Responsibility management practices - and still make profits. CSR and environmental concerns in the media business http://Sustainability.IndustryMasters.com</p>
	<p>Rescue Detroit A world leader in automobile production is in financial trouble, and is fast running out of cash. Try to save the company from bankruptcy, to re-think its business strategy and to rebuild its balance sheet. http://Rescue-Detroit.IndustryMasters.com</p>
	<p>Feed The World A Food Manufacturer faces shortages of basic commodities leading to , pressure on margins – as legislators start to require food producers to take greater responsibility for their impact on their environment http://food.industrymasters.com</p>
	<p>IndustryMasters Real-Time, Global Business Competition, available 24/7 A continuous, online business competition covering 240 different manufacturing industries, accessible from anywhere in the world with an internet connection. Hundreds of players compete simultaneously in real-time. We schedule a new game every 75 minutes - 400,000 users registered for this and a previous version (IndustryPlayer) in the past 4 years www.IndustryMasters.com</p>

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