



businessgame.education

Business Simulation Game

For Universities,
Polytechnics
MBA Programs,
Business Schools,
and Summer Schools

BUSINESS GAME BY THE NUMBERS



8821

Students involved in our
Business Gaming activities



1765

Simulated company



99,9%

Positive Feedback

CONTACT

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BUSINESS SIMULATION GAME

The Business Games are innovative tools which can be integrated into University and Polytechnic courses, MBA programs, Business School programs, and Summer Schools. They offer students of business theory a higher level of engagement with business issues.

BENEFITS



FOR STUDENTS

- The games are simple and engaging;
- There is "competition" amongst virtual companies;
- The learning experience is more effective and involving than traditional teaching alone;
- The games are as dynamic as reality;
- The students are able to analyse the game results on the basis of decisions taken;
- The simulations allows students to experience changing economic scenarios and develop flexibility;
- Learn different and complex concepts (finance, economic reports, problem solving, management, etc.) in an easy and involving way;
- Learn about group dynamics;
- It is a user-friendly web based tool.



FOR INSTITUTES AND EDUCATORS

- We help you integrate learning by doing and learning by playing with more traditional lecturers;
- When students ask for more innovative and non-conventional training, business games are the right choice;
- We enable you to develop the hard and soft skills of your students;
- It is a flexible and customizable tool in relation to your teaching objectives;
- The games follow a logical cycle: evaluation – decision making – evaluation;
- It is possible to show and explain different business concepts (Income Statements, Balance Sheets, Market Value, Intangible Value, Strategy, Finance, etc.) in an engaging format;
- It stimulates team work;
- It is a user-friendly web based tool.

BUSINESS GAME STUDIO PLATFORM

The Business Game Studio (BGS) platform was created by Artémat using Java technology.

The platform is characterized by a Java class library (BGL, Business Game Library) which allows users to customise the various components of a generic Business Game, to create different economic models on the same software platform. Through the Business Game Studio, students can test their management and decision-making skills and can also develop strategic vision, by facing situations of risk and uncertainty to acquire a systemic knowledge of the enterprise and of the relationships within the environment.



STRATEGIC CHOICES

Input Variables are the Strategic Choices for the various business areas (Production, Marketing, Research & Development, Human Resources, Finance, etc.), on which each team (4 or 5 students) has to take decisions round by round. The students can check in real time the forecast on the basis of the decisions taken.

Flexibility and customization

Input and Output

Evaluation of Intellectual Capital Performance

User friendly web interface

- High Complexity:**
42 Strategic Choices per round
- Low Complexity:**
21 Strategic Choices per round



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LOGICAL AND MATHEMATICAL RELATIONSHIPS

Logical and Mathematical Relationships are calculated by the simulator in order to evaluate the strategies of the teams and the results of the simulation round. Students can view and check the KPIs, economic and financial results (Income Statement, Balance Sheet, Cash Flow Statement, Indices, etc.) achieved by the virtual companies at the end of each round of simulation

Performance - FCFO - Intellectual Capital - Success	
Product Performance (Smartphone)	0.55
Product Performance (Tablet)	0.58
Service Performance (Smartphone)	0.52
Service Performance (Tablet)	0.52
Price Performance (Smartphone)	1
Price Performance (Tablet)	1
COGS (Smartphone)	0.69
COGS (Tablet)	0.7
Sales volume (Smartphone)	15.302
Sales volume (Tablet)	15.400
Total Sales volume	30.702
Items unsold (Smartphone)	86
Items unsold (Tablet)	1.953
Asset Value	1.487.778
Intellectual capital index	0.66
Intangible Value	2.727.401
Equity Value	7.789.125

High Complexity:
160 outputs per round

Low Complexity:
64 outputs per round

BUSINESS SUCCESS

The simulation system identifies the team that obtains the highest "Market Value" as the winning team. This variable is calculated on the basis of tangible (Asset Value) and intangible asset (Intellectual Capital Performance).

CUSTOMIZATION

The Economic Model can be customized for the target market and on the basis of the client needs. The parameters can be modified during the game, inserting "unexpected events" in order to test the problem solving skill of the students.



THE BUSINESS GAME PACKAGE

 **Business Simulation Scenario**
Digital Start Up, General Management, Food&Wine

 **Train- the-trainer activities**
You can manage the game on your own

 **4 or 6 rounds**
Each round simulates a six months period and takes about an hour to play. Schedule the round deadlines according your needs: 1 per day, 1 per week, etc.

 **Tutoring online**
For Technical issues (during the business gaming activities)

 **From 3 to 22 teams**
Each team is composed by 4 or 5 students

 **5 emails**
For questions about the game logics (after the game starts)

 **Handbook and Video tutorial**
They explain the structure of the Business Game (strategic choices, KPI, Success, Market dynamics, Consumer behaviour, etc.)

 **CONTACT US** for special price and more info!