




Marketplace Strategy Simulations

Simulations	 <p><u>Introduction to Business and Strategy - Bikes</u></p>	<p>NEW!</p>  <p><u>Strategy and Business Policy Bikes</u></p>	 <p><u>Advanced Strategic Corporate Management</u></p>
Description	<p>Focuses on the development and management of business strategy across all functional areas and over time. Establishes the need for strategic planning without a formal template. Instructor can add a mental model to guide student work.</p>	<p>Builds on Introduction to Business and Strategy with a bit more functional complexity. The major focus is on formal strategic planning based on the OST (objective-strategy-tactic) mental framework. Templates are provided for strategic analysis, strategy specification, tactical execution, and real-time tactical control.</p>	<p>Provides a deep understanding of the entire business enterprise in the global market. Students must deal with complex strategic and tactical issues across all functional areas. Success requires the use of a wide variety of business concepts and analytics. Includes formal strategic planning templates based on the OST (objective-strategy-tactic) mental framework.</p>
Typical courses	<p>First course in strategy and policy</p>	<p>Capstone business course with a strong strategy focus</p>	
Educational level	<p>Second or third year undergraduate students</p>	<p>Fourth year undergraduate students. Introductory courses at the master's level are also viable.</p>	<p>MBA, EMBA and possibly advanced undergraduate students</p>

Decision rounds	6 decision rounds of 60 to 75 minutes	6 decision rounds of 2 to 2.5 hours	8 decision rounds of 4 to 4-1/2 hours
Class size	20 to 40 students. The optimal game size is 4-6 teams of 3-5 students, up to 8 teams are possible. Parallel games work well with larger classes; as many as 30 games of 30 students have been played simultaneously.		
Languages	English•	English	

- Compete against classmates or computer (all games playable against classmates)

Instructor Involvement

Instructor/student interaction is encouraged. Students are highly receptive to coaching, targeted lectures, and exercises that enhance their strategic planning and management skills. A variety of these resources are provided to help instructors. In contrast, little effort is required to help students with Marketplace Live. Student work is self-guided with an intuitive interface, lectures, contextualizing videos, and detailed help files. A Balanced Scorecard is used for student feedback, management by the numbers, and grading.

Ready to Experience *Marketplace*[®] Simulations?

Contact us at +1 522-1946 or support@ilsworld.com
Or schedule a tour [here](#).