

# The Business Strategy Game: A Global Industry Simulation (Players Manual)

Stappenbeck Gregory J.

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# The Business Strategy Game A Global Industry Simulation Players Manual

**JE Gale**



## **The Business Strategy Game A Global Industry Simulation Players Manual:**

*The Business Strategy Game* Arthur A. Thompson, 1996-12      *The Business Strategy Game* Arthur A. Thompson, Gregory J. Stappenbeck, 1997      *Player's Manual for Use with The Business Strategy Game* Arthur A. Thompson, Gregory J. Stappenbeck, 2002      ***Player's Manual the Business Strategy Game*** Arthur A. Thompson, 1997      *Bus Strategy Game Vs 7.20* Arthur A. Thompson, Gregory J. Stappenbeck, 2002

The Business Strategy Game is the 1 selling computer simulation in the strategic management market. It is the single best exercise available for helping students understand how the functional pieces of a business fit together and for providing students with a capstone experience in decision making. The exercise of running a simulated company in a competitive market setting helps students develop better decision making judgment and improves their skills in evaluating market and competitive conditions and responding to changes that are occurring. The BSG helps students learn from working with the numbers, exploring options and trying to unite production, marketing, finance and human resource decisions into a coherent strategy.

***The Business Strategy Game*** Arthur A. Thompson (Jr), 1999      ***The Business Strategy Game*** Arthur A. Thompson, 1994      ***Global Interdependence*** J.C. Hilbun, David Crookall, B.F. Harris, Kiyoshi Arai, 2012-12-06

This volume records the proceedings of the 22nd Annual International Conference of the International Simulation and Gaming Association (ISAGA) 15-19 July 1991, Kyoto, Japan, sponsored by the Science Council of Japan and the Japanese Association of Simulation and Gaming (JASAG). The conference theme was Global Modeling for Solving Global Problems. The first 2 days of the conference were held in the magnificent Kyoto International Conference Hall; the 3rd day was spent admiring the floats of the famous Gion Festival in the exquisite city of Kyoto and the Daibutsu or Great Buddha of the Todaiji Temple in Nara and visiting one of the Sharp factories. During the last 2 days of the conference we were made most welcome in the Faculty of International Relations of Ritsumeikan University. The day after the conference a number of delegates went to Hiroshima, the Peace Memorial Hall, Museum and Park and also to one of Japan's Scenic Trios, the island of Miyajima with its breathtaking views and the Itsukushima Shrine. The conference was attended by some 400 delegates from over 30 different countries. Over 100 sessions, both theoretical and practical, were given; keynote speeches, round table discussions, workshops, papers. This volume reflects most of those sessions in the form of either a full paper or a short abstract.

*"The" Business Strategy Game*, 1998      ***The Business Strategy Game*** Arthur A. Thompson, Gregory J. Stappenbeck, 1999

The Business Strategy Game is the 1 selling computer simulation in the strategic management market. Simulation games are the single best exercise available for helping students understand how the functional pieces of a business fit together and giving them an integrated capstone experience. First and foremost, the exercise of running a simulated company over a number of decision periods helps develop students' business judgment. Simulation games provide a live case situation where events unfold and circumstances change as the game progresses; students become personally involved in the subject matter. The Business Strategy Game is very typical in this respect. Students learn about risk taking by

plotting their competitive strategies each decision period They respond to changing market conditions react to the moves of competitors and choose among alternative courses of action They get valuable practice in reading the signs of industry change spotting market opportunities evaluating threats to their company s competitive position weighing the trade offs between profits now and profits later and assessing the long term consequences of short term decisions They chart a long term direction set strategic and financial objectives and try out different strategies in pursuit of competitive advantage They become active strategic thinkers planners analysts and decision makers And by having to live with the decisions they make they experience what it means to be accountable for decisions and responsible for achieving satisfactory results All this serves to drill students in responsible decision making and improve their business acumen and managerial judgment In addition students learn an enormous amount from working with the numbers exploring options and trying to unite production marketing finance and human resource decisions into a coherent strategy They begin to see ways to apply knowledge from prior courses and figure out what really makes a business tick The effect is to help students integrate a lot of material look at decisions from the standpoint of the company as a whole and see the importance of thinking strategically about a company s competitive position and future prospects Since a simulation game is by its very nature a hands on exercise the lessons learned are forcefully planted in students minds the impact is far more lasting than what is remembered from lectures Third students entrepreneurial instincts blossom as they get caught up in the competitive spirit of the game The resulting entertainment value helps maintain an unusually high level of student motivation and emotional involvement in the course throughout the term New features of version 6 0 include programming changes to improve functionality an enhanced stock option in the executive compensation model and a conversion to Eurodollars Version 6 0 is not compatible with any earlier version of the Game

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