

# Developments in Business Simulation & Experiential Exercises, Volume 12, 1985

## BUS-SIM MICRO

### AN INTRODUCTORY BUSINESS SIMULATION DEMONSTRATION

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Bus-Sim is a business simulation/game developed for use on the IBM-PC microcomputer. Sales of up to three different small appliance products are modeled for up to nine different companies/teams of student participants.

Students will enter their companies' decisions at the micro using their own diskette to record data with an easy-to-use menu-driven program contained on the diskette. Each company's diskette will contain that company's decisions and history from previous quarters.

The instructor or assistant will be able to read the decisions from each company's diskette to create an industry decision file that will be used to generate the quarterly simulation results which will then be printed out as company, industry and administrator reports.

The computer program has been written in such a way that gross errors by student participants will be identified so corrections can be made before adversely affecting industry results. Provision has also been made to back up each period's decisions and results so that data entry errors can be easily corrected without having to start over at quarter I.

The simulation is interactive, that is, the companies actively compete for market share, and non-zero sum. Marketing, production and financial decisions must all be made on a quarterly basis. However, the decisions are not very sophisticated or detailed because this simulation is directed toward either the introduction of management or introduction to business marketplace.

Bus-Sim was originally developed and used extensively for several years on a mainframe system. The basic algorithm is still used but the number of decisions and products has been scaled down to meet the needs of introductory students. Only 64K of memory is necessary to run the program with one diskette drive and a printer.

The program for the instructor is menu-driven so that no previous computer experience is required. An instructor's manual explains the nature and purpose of the decision variables, e.g. sales promotions, and how to use some additional forms available in the student's manual.

Busin-Sim Micro (BSM) is a microcomputer-based simulation designed for use in introductory business classes and/or the basic management course. The simulation requires no previous computer experience on the part of either the instructor or student participants. All of the basic management decision areas are included: production, marketing, and finance, but at a relatively easy level of sophistication.

The simulation lends itself well to use as either an intensive study lasting two to three weeks during which time most normal class activities are suspended or, as a regular and continuous portion of the course lasting most of a semester or term and used in conjunction with other class work.

A summary of the three sets of students' decisions are shown in the appendix.

#### APPENDIX

#### GENERAL MANAGEMENT DECISIONS COMPANY 2 QUARTER 2 - YEAR I

#### DECISION FORM A

DECISION TYPE	DECISION PERIOD	
	PRIOR	CURRENT
	QTR.	QTR.
NUMBER OF SALESMEN	0	5
PLANT INVESTMENT	0	10,000
BANK LOAN (BORROWED)	0	0
BANK LOAN (REPAYMENT)	0	0
NOTES PAYABLE (ISSUED)	0	0
NOTES PAYABLE (CALLED)	0	0
SECURITIES (INVESTED)	0	0
SECURITIES (SOLD)	0	0
TOTAL DIVIDENDS PAID	0	0
PRODUCTION STATUS	A,B,C	A,B,C

\*\*\*\*END GENERAL MANAGEMENT DECISIONS \*\*\*\*

(Press any Key to Continue)

#### PRODUCT DECISIONS PRODUCT B QUARTER 2 - YEAR I

#### DECISION FORM B 2

DECISION TYPE	DECISION PERIOD	
	PRIOR	CURRENT
	QTR.	QTR.
UNITS OF PRODUCTION	0	5,000
UNITS COMPONENT PARTS TO BUY	0	6,000
FACTORY WORKERS ASSIGNED:	0	25
-NEW HIRES	0	25
-TRANSFERRED IN	0	0
-DISCHARGED	0	0
RESEARCH AND DEVELOPMENT	0	2,000
NATIONAL ADVERTISING	0	2,000
SALES PROMOTION	0	500
PRODUCT SELLING PRICE	0.00	22.95

\*\*\*\*END OF DECISIONS FOR THIS PRODUCT \*\*\*\*

(Press any Key to Continue)

#### MANAGEMENT INFORMATION DECISIONS COMPANY 2 QUARTER 2 - YEAR I

#### DECISION FORM C

AVAILABLE REPORTS	PRICE	PURCHASE DECISION
1. Quarterly Economic Index	1,000	PURCHASED
2. Annual Economic Index	5,000	PURCHASED
3. Total Industry Sales	1,000	PURCHASED
4. Total Sales Dollars	5,000	
5. Industry Prices	5,000	PURCHASED
6. Sales Promotion	5,000	
7. Advertising	5,000	PURCHASED
8. Number of Salesmen	1,000	PURCHASED

\*\*\*\*END OR MANAGEMENT INFORMATION DECISIONS \*\*\*\*

(Press any Key to Continue)