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THE EX-STRA EXPORT STRATEGY GAME

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ABSTRACT

EX-STRA is a business simulation game especially designed for teaching international strategy development and management of multi-national operations.

Five or six teams are placed in charge of competing firms. They have to design, test, implement, and modify export strategies for their companies over six to eight decision periods. The firm may operate in three different markets, and it can enter one or all of these markets at any time during the simulation. Teams make decisions concerning product development, production strategy, and marketing strategy.

Software used for the game requires Apple IIe computer with two disc drives.

DESCRIPTION

EX-STRA is a business simulation game especially designed for teaching international strategy development and management of multi-national operations. It lends itself for use in executive training of general, international and export managers. It is used in undergraduate and graduate courses of international business and international marketing as a core component of the course or as a supplement. It may be used in policy and strategy courses to provide them with an international dimension.

Typically, five to six student teams are placed in charge of competing firms. They have to design, test, implement, and modify policies related to exporting for their companies over six to eight semi-annual periods. Every firm may operate in as many as three different markets. It can enter one or all of these markets at any time during the simulation.

Teams make decisions on product development (adaptation to specific export requirements), production strategy (capacity use), marketing strategy (pricing, channels, and marketing mix), and risk taking policies.

Distinctive Features

There is flexibility in the selection of markets. They can be chosen from twelve different countries located on four continents.

Students are required to make a thorough country analysis, study the local environment, and assess political and economic risks.

Realism and student interest may be increased by such expected or unforeseen events as changes in customs duties and interest levels, currency values, and trade policies of various countries.

Although the game has been computerized (software adapted to the use of Apple IIe computer with two disc drives), it can also be processed manually.

Decision Making Processes

The flow chart of the team decision processes is shown below. The flow of decisions may be modified by autonomous events generated by the game administrator.

Flow Chart of Decision Making Processes

