

# PLAY AGAINST NATURE – A VIRTUAL BUSINESS SIMULATION FOR THE MOOC UNIVERSITY AND CORPORATE MARKETS

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## ABSTRACT

*Our “Play Against Nature Virtual Business Simulation” is an outgrowth of our work on virtual simulations for the corporate world at GE, Microsoft, Dell and StanleyBD. This work was the subject of a recent article in “Global Business and Organizational Excellence.” This new 4 qtr game is designed for an individual who would play against nature in the university MOOC marketplace. It has artificial role play, op reviews and all the degree of financial sophistication that TRI Corp brings to its corporate clients. The individual is competing against two other teams in the industry. Quarterly operational reviews are submitted to the instructor. The game is designed primarily for cross-functional business courses typically capstone in nature. It can be dialed up or down between undergrad and graduate use. The participants in the conference will be able to play 1 or 2 qtrs within 1 hour.*