

# GEO: AN INDIVIDUAL-SCORING BUSINESS SIMULATION

by Precha Thavikulwat, Towson University

pthavikulwat@towson.ed  
Game presentation  
Games to Play Track

*Computerized business simulations that score teams are common, but business simulations that score individuals who may work in teams are uncommon. Scoring individuals is advantageous because it avoids the incentive for free riding associated with giving individuals credit towards grades for the performance of the team, as well as the bias associated with summative peer ratings when ratings are used to address free-riding concerns. But scoring individuals is hard for the computerized simulation because the computerized simulation must track the actions of each individual participant if it is to supply everyone an individualized performance score.*

*GEO is a computerized business simulation that does the hard work. GEO's scoring system computes a Total Performance Score that sums each participant's Individual Performance Score and that participant's Group Credit, thereby making summative peer evaluations unnecessary. Precisely how GEO scores participants will be explained in the session, together with the rationale of its scoring system.*

*GEO has been used in many courses, including Principles of Management, International Business, Global Economic Environment, and Strategic Management, for on-site, online, and hybrid classes, as well as single-day online competitions. GEO enables participants to engage in trade, migration, employment, and financial transactions through digital markets. Participants have counter-party roles that constraint what they do and affect how they feel, which makes GEO an authentic simulation.*

*Simulations are setting that give participants practice, but the value of practice depends on the authenticity of the exercise. In the authentic business setting, trade, investments, and employment are counter-party market transactions between people. When people are involved, feelings become intertwined with facts in a way that simulations without counter-party roles cannot replicate.*

*Thus, GEO is a simulation that is resistant to free riding, adaptable, and authentic. These are its added values.*

## **Learning outcomes**

- *Know what GEO does to engages students in social interactions*
- *Know how to adapt GEO to courses and settings*
- *Know why a single game can be useful for students enrolled in different courses*

## **Interactive and experiential component**

*If wi-fi is available, participants with Windows computers and Mac computers with Windows installed will be able to log into a demonstration version of GEO and try out its features. If wi-fi is absent, participants will be able to copy and run a demonstration version of GEO from a thumb drive.*