

INCREASING SOFTWARE EFFICACY AND PROFESSOR FLUENCY IN STRATEGY SIMULATION

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Extended Abstract
Games to Play Track

ABSTRACT

Background. The annual ABSEL conference and its proceedings often include papers and presentations about business simulations augmented with supplemental materials. These supplements include out-of-software exercises, assignments, tests, and study guides (Davis & Magnuson, 2020). The papers typically include empirical evidence of efficacy as measured by content analysis, regression analysis, and student surveys. Some examples of supplements include: CEO letters, BOD meetings, WSJ.com headlines, investor relations presentations, and peer consulting (Halpin, 2020, Davis & Magnuson 2020, Gove 2012). **Proposal.** This proposes an ABSEL 2023 session in which one strategy professor demonstrates one brand of strategy simulation (Glo-Bus.com) and the supplemental materials (procedures, guides, tests, LMS posts, quizzes, assignments, exercises) used to augment it. She would also lead attendees through open discussion and sharing and follow up with an email chain repository of sample materials. **Objective.** The objective of the session would be to have attendees leave with fresh ideas about how to improve simulation efficacy through supplemental materials and to create a network where professors can support each other to avoid “reinventing the wheel”. **Value.** The objectives of this session directly match some of the objectives of ABSEL: sharing, networking, and improving simulation teaching methods.

EXTENDED ABSTRACT

Background

The annual ABSEL conference and its proceedings often include papers and presentations about business simulations augmented with supplemental materials. These supplements include out-of-software exercises, assignments, tests, and study guides (Davis & Magnuson, 2020). The papers typically include empirical evidence of efficacy as measured by content analysis, regression analysis, and student surveys. Some examples of supplements include mock/simulated versions of: CEO letters, BOD meetings, WSJ.com headlines, investor relations presentations, and peer consulting (Halpin, 2020, Davis & Magnuson 2020, Gove 2012).

In previous ABSEL sessions, strategy professors have helped each other by sharing examples of their supplemental materials. More of this sharing could improve student learning by equipping professors with more impactful tools and supplemental materials. In addition, strategy professors can learn from each other’s fluency with various brands of simulation software. This proposal aims to offer both of those – a sample of supplemental materials and a simulation software demonstration of fluency and familiarity.

Proposal

This proposes an ABSEL 2023 session in which one strategy professor demonstrates one brand of strategy simulation (Glo-Bus.com) and the supplemental materials (procedures, guides, tests, LMS posts, quizzes, assignments, exercises) used to augment it. In addition to the supplemental materials, she would give a basic tour of the software – demonstrating its features and connections possibly non known to users of other strategy software. She would also lead attendees through open discussion and sharing and follow up with an email chain repository to serve as a network for session attendees..

Objective

The objective of the session would be to have attendees leave with 1) fresh ideas about how to improve simulation efficacy through supplemental materials, 2) a greater fluency and familiarity with one brand, Glo-Bus.com, and 3) a network of strategy professors who can support each other to avoid “reinventing the wheel”.

Value

The objectives of this session directly match some of the objectives of ABSEL: sharing, networking, and improving simulation teaching methods.

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