NEW VERSION OF AN OLD SIMULATION HELPS BUILD A PERFECT CAPSTONE COURSE

James Marshall
California State Polytechnic University at Pomona
jmarshall.1@att.net

DESCRIPTION: In this session I will ask those who attend to work with me as we explore four ways they can modify this solid wheelhouse of a game so it will simulate what they want their students to learn in their capstone experience. For example, one of the three markets in the default version of *"The Internet Version of The Business Strategy and Policy Game"* simulates selling to an industrial market. How should one sell to an industrial customer? Enhance the payoff on personal selling, and meet the price of your competitors, the marketing textbooks say. How this can be done by editing the value of the constants in the algorithm, will be demonstrated.

Another way to customize this game is to add new components or change those presently simulated.. For example, only one kind of Advertising is provided in the default version, but there are several other kinds of promotion discussed in the Marketing core courses. Add a new kind of advertising (say one that emphasizes price) and make one retail market pay off on price competition while another pays off on high quality at a higher price. Another approach to adding new components would be to add major components like a new product or marketing to a global audience. A different approach would be to modify the default version to require long term planning of the financing and construction of a larger production facility as projected demand grows.

Thanks to the ease with which changes to the basic algorithm can now be made, we will spend a few minutes identifying some aspects of each functional area that students should know after they take a particular core course they did not know before. Suppose students play the default version before they choose a major, and we modify the default version as each core course is completed and they play a few iterations as they leave each core course, and finally they play the enhanced version as part of their capstone course.

Near the end of the session we will address the question of how using the right simulation in our capstone classes we can help solve the problems of assessment and continuous improvement mandated by AACSB following the discussion of the topics by Tricia Bisoux in the March-April issue of BizEd.

THE BUSINESS STRATEGY AND POLICY GAME: The Second Edition of Dave Eldredge's and Don Bates's "The Business Strategy and Policy Game" was one of the top three games in 1985, and was translated into several foreign languages including Japanese. It was written in Fortran, ran on a mainframe, with input and output on punched cards. It was running in that configuration on the CalPoly, Pomona campus in 1988, when the Operations Management Department asked the author to teach their Strategic Management course.

In 1992, Don Bates agreed that the author should become the junior author on the game and he worked with David Eldredge to recompile the Fortran program into DOS and to re-edit the Learner's Manual. In 1993 *"The Microcomputer Version of The Business Strategy and Policy Game"* was published.. In 1998 Simon and Schuster returned the copyright to the authors. In 1999, *The Windows Version of The Business Strategy and Policy Game* became one of the few original games which successfully ran in Windows.

Now *The Internet Version* of *The Business Strategy and Policy Game* is ready. It is programmed in Excel, which makes it very easy to change. It is centrally administered so instructor's don't have to learn the details of administering it. In it's default version it is the same undergraduate-oriented game it has always has been. The Learner's Manual uses up-to-date terminology and the Instructor's Manual describes the author's twenty one years experience connecting the output reports to the colleges core courses.