

STELLARBUCKS SIMULATION: DEVELOPING GAMES USING STRATEGY MAPS AND BALANCED SCORECARDS

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Managers today make significant use of strategy maps and balanced scorecards to guide decision making to accomplish strategy. Because strategy maps and balanced scorecards are common tools in business today, they represent an effective starting point for students to embark on an experiential exercise. Management experiential exercises for students are intended to spur critical thinking about realistic situations managers encounter in business operations. Most commonly managers are interested in how the decisions made around initiatives are impacting key performance indicators. This work presents a simulation tool which embodies the methodology for developing experiential exercise modules using strategy maps and scorecards. The simulation tool connects strategy maps and scorecards (with business initiatives and options) to the impact of student selected options on the key performance metrics detailed in the scorecard.

The name of the game is *Stellarbucks Simulation*. This session demonstrates a simulation development tool via a game ready to play. The simulation centers on the Stellarbucks Corporation. The Stellarbucks Corporation might appear very much like the well known Starbucks Corporation. Participants can play a round to see how the game works. We will also discuss the process of using the simulation development tool for creating a simulation. The simulation development tool enables the creation of a variety of simulations that have elements which correspond to the simulation development tool's model. Simulations created using this tool can be played in-class, entirely online, or with a combination of in-class and online approaches.

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