

STARTING A SMALL MUSIC TRIVIA BUSINESS EXERCISE

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STRUCTURE OF THE EXERCISE

With every new course undertaken there is an urgent need to gain the empathy and enthusiasm of the course members in particular when about to undertake an experiential exercise.

This proposed workshop will explore different kinds of “icebreakers” and consider the techniques needed to avoid likely pitfalls when running them.

The workshop will be developed in three stages:

- Stage 1 - An introduction and examination of the nature of “icebreakers” with some sample examples and ideas for further development
- Stage 2 - An opportunity for all participants to experience “Starting a Small Music Trivia Business Exercise”
- Stage 3 - An evaluation and discussion of the issues and outcomes of the session and advice to the presenters for improvements or extensions to the simulation materials

The session will close with an evaluation of the workshop as a learning experience and its contribution to the ABSEL Conference.

OVERVIEW

One of the primary benefits of the Small Music Trivia Business Exercise (SMTBE) to educators is its versatility. Its use in the classroom is as vast as the imagination of the educator& utilizing it. As an icebreaker, it will generate a great deal of excitement and a high energy level among the participating students. It’s an ideal icebreaker to create a relaxed atmosphere at the beginning of a class term to allow students a chance to meet each

other. As an interactive exercise it can be used for a variety of topics including strategic planning, negotiation and communication skills, ethics, entrepreneurship, and small business development to name just a few.

The game is very simple in design consisting of play money, a Small Business Administration (SBA) Request for proposals, some very unusual, yet realistic, rules for executing the exercise, and an answer sheet. The basic underpinnings of the exercise is that the SBA wants to set up a small music trivia company. All companies (small groups of students) start out with a set amount of money and at least one answer to the trivia questions provided by the SBA. The object of the exercise is to let the students interact with each other by buying, selling, trading, and stealing trivia answers. The winner of the SBA contract is the group of students that has procured the most answers to the trivia questions and has the greatest amount of money left over.

As was mentioned above, the potential for learning from the exercise, is virtually unlimited. The instructor can change the objectives, manipulate the amount of money, the number of answers given to teams, etc. The real learning occurs when the instructor debriefs the learning objectives that he or she had originally intended and receives feedback from the students. A lively discussion is one of the guarantees of using this exercise.

The exercise can be used in small classes with as few as two students per team, but the ideal is the standard 35-40 student class with the students divided up into groups of five. This allows for two students to act as buyers, two to act as sellers, and

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one to manage the overall efforts of the group. We have used this game several times during the past few semesters and, while the results are never always the same, the students' feedback has always been extremely positive.

To conduct this workshop at the ABSEL conference, every attendee at the session will be asked to participate as we have them play the game. This should take about twenty minutes. We will then spend about fifteen minutes debriefing the exercises and conducting a discussion on their feelings about the exercise and how we can improve it.

The Small Business Administration (SBA) has been swamped with requests for answers to music trivia questions by small radio stations who can not afford the prices being charged by the few large businesses that provide this information. In order to deal with this situation, the SBA has decided to assist in the development of a small business to provide this service to other small businesses requesting this information at more affordable rates. The Notice of Requests for Proposals (NRP) have been sent to several entrepreneurs.

The NRP states that to bid on the proposal, the entrepreneur must have an initial capitalization of \$10,000,000 and the answer to at least one of the 20 attached trivia questions most requested by their constituents. The award will go to the entrepreneur that succeeds in obtaining the most correct music trivia answers and has the highest amount of capitalization.

To insure pure competition, the SBA has set the following rules:

1. There are no rules, except no physical violence!
2. You may buy access to other entrepreneurs' answers, sell access to your answers, steal answers, trade answers, sell false answers.

3. Lie, cheat, steal. Do whatever you have to to win.
4. The exercise facilitator, who has no ethics, has obtained 10 of the correct answers and will sell them at \$1,000,000 per answer.
5. SECOND PLACE IS THE FIRST LOSER!!!!

SAMPLE MUSIC TRIVIA QUESTIONS

1. What group sang the 1979 No. 1 hit "Still"?

2. What was Elvis Presley's last No. 1 hit?

3. What was The O'Jays' first No. 1 hit?

4. What was Stevie Wonder's first No. 1 hit in the 1970's?

5. What was The 1977 No. 1 hit that stayed at the top spot for 10 weeks?

6. What was the Bee Gees' first No. 1 hit?

7. Who sang the 1986 No. 1 hit "There'll Be Sad Songs (to make you cry)"?

8. Who sang the No. 1 hit "Footloose"?

9. Who sang the 1984 No. 1 hit "Hello"?

10. Who sang the 1987 No. 1 hit "With or Without You"?
