

# **Developments In Business Simulation & Experiential Exercises, Volume 23, 1996**

## **COMPUTERISED BUSINESS SIMULATIONS - THE TUTOR'S ROLE. TASKS & NEEDS**

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### **INTRODUCTION**

The importance of the review and debriefing session for simulations is regularly emphasized and discussed. Yet, unless the earlier, simulation phase has been successful this is a matter of "shutting the stable door after the horse is gone"!

This workshop is designed to explore the tutor's role during the simulation phase. From this a list of tasks and needs will be derived. It provides an opportunity for experienced users of simulations to share experiences, for less experienced users to learn and for designers of simulations to determine how future simulations should address these needs.

### **TOPICS**

#### **The Tutor's Role**

Non-interventionist administrator?  
Reactive Facilitator?  
Proactive Guide?

#### **The Tasks**

What must be done?  
What is done by the tutor?  
What is done by the computer?  
What must be done by the tutor?  
What can be done by the computer?

#### **The Tutoring Process**

Process Dynamics  
Assessing Learning  
Success & Competition  
Measuring Mistakes

#### **Simulator Architecture**

Tutor Support Systems  
Fuzzy Feedback

### **THE WORKSHOP LEADER**

#### **Jeremy J. S. B. Hall, Churchill Fellow of 1995**

Jeremy is a full time designer, supplier and user of computerised business simulations. Over the last twenty-five years, he has run simulations with executives on more than two thousand occasions. Also, he has developed some four dozen simulations lasting between two minutes! and two and a half days.

In 1995, the year he celebrated his twenty-fifth year designing and running simulations, Jeremy was awarded a Churchill Fellowship to study the use of simulations in the USA. Jeremy's research interests are the andragogic use of simulations, the learning process and its management, and tutor support systems.

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### **HALL MARKETING**

Jeremy's firm - Hall Marketing - was founded in 1976. Its current product range consists of thirty-two simulations divided into the Challenge Series (basic appreciation level simulations); Extended Challenges; The Strategy Series (covering strategic general management); The Tactics Series (covering tactical management issues); The Functional Series (covering differing functional areas); The Concepts Series (short. two to three hour simulations that explore a single business concept); Planning Exercises (experiential exercises that involve the preparation and justification of a plan or budget); Analysis Exercises (experiential exercises involving the statistical analysis and information processing) and Computer Enhanced Negotiations!