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INTERNATIONAL MANAGEMENT SIMULATION GAMING
CURRENT STATUS AND FUTURE DEVELOPMENTS

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ABSTRACT

The focus of this panel/workshop will be on the current status of international management simulation games and needed developments in international management games to serve the growing needs of business schools and executive training programs for more sophisticated international training.

THE PROJECT

This panel workshop will focus on the development of a state-of-the-art, mainframe-based, modular international business top-management simulation to be played by graduate students/business executives over an extended period of time. The simulation will be mainframe-based to facilitate use of a high-speed line printer for obtaining the printouts. The modular design will provide the user with flexibility. The user may use one or more of the modules in a specific functional area. It is envisaged that separate modules will be available in accounting, business policy, economics, finance, international management, marketing and production. In each of these modules, an effort will be made to cover the key principles and underlying relationships. PC-based spreadsheet, modeling language, graphics and database decision-support packages will he developed and made available to users. These decision-support packages will be user-friendly and provide the competing teams with simple yet powerful decision-making tools. Floppy disks and tutorials will be available for each of the decision-support packages. An attempt will be made to identify and employ the most widely used pc-based database, modeling language, and spreadsheet software packages.

Despite the wide coverage of material, an effort will be made to keep the proposed simulation relatively user friendly and focus on the key relationships in each of the functional areas. We recognize that most users desire a simulation game that is both sophisticated and user friendly. Reader-friendly student and instructor manuals together with transparency masters will be provided. In addition, suggested readings/syllabi/videotapes will be included.

THE AGENDA

The panel workshop seeks to identify:

(1)   the main criteria based upon which you decide to use business simulation games in your International business curriculum,

(2)   the primary attributes based upon which you compare and select an inter-national business simulation game,

(3)   the names of business simulation games that you presently use together with the key features/characteristics that you like and dislike about these games,

(4)   the key topics, constructs, variables, and relationships among variables in your area of functional expertise, that you would like to see incorporated into the proposed international business simulation game,

(5)   the most widely used pc-and mainframe-based database, graphics, modeling language, and spreadsheet software packages that are presently used at your university, and

(6)   your suggestions for improvement in the conception and design of the proposed international business simulation game,

Another add-on feature worth consideration is the availability of stand-alone simulation packages such as "Defender" to teach positioning and defensive strategy, and ''Robologic' to teach new product development. Using these stand-alone packages, students can first master individual concepts, and later use the decision support packages provided to make informed decisions. Lastly, this panel workshop will provide us with a useful forum to compare notes and share experiences in the use of business simulation games in the International business curriculum.

CONCLUSION

The proponents seek to build a state-of-the-art modular top-management international business simulation with an international marketing perspective and an Asia-Pacific focus. This ambitious international cross-disciplinary project seeks to transfer technology from the successful use of integrated business simulation games in the marketing discipline to the international business arena. The proposed international business simulation will be used for classroom instruction, cross-cultural research and business practitioner training in the Asia-Pacific region.