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SIMNET WORKSHOP

THE INTERNATIONAL SIMULATION NETWORK DEMONSTRATES THREE NEW BUSINESS GAMES

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ABSTRACT

SimNet is an internationally-accessible computer network offering a library of over twelve Business Games as an economic alternative to the acquisition and storage of such games. This demonstration session will present SimNet's (a) description, (b) purpose, and (c) economics, and will conclude by engaging the participants in a demonstration of the last three Business Games incorporated into the network.

Description

After a brief but global description of SimNet, we will define the international scope, the breadth of the Business Games library it offers, its hardware compatibility, the hardware and software reliability, and the designed simplicity engineered into SimNet.

During a five-minute explanation of the purpose of SimNet, we will indicate the primary design objectives and the target user of the network. The target class sizes, target budgets, target computer center sizes, and target applications will be specified. In addition, we will discuss the impact of SimNet on decisions affecting computer hardware, minimum class size, seminar locations, business game scheduling, and departmental budgeting. We will also illustrate the difference in purpose and design between Edunet and SimNet.

Specifically, we will illustrate how and why class sizes as small as ten students can benefit from SimNet business games, and how in-house programs (e.g. linear programming, regression, and other software) can be used to complement SimNet business games and how these games can be compressed to be run completely within a class session.

Economics

Finally we will discuss the costs associated with SimNet, compare it against other alternatives, and illustrate conditions under which SimNet becomes more or less attractive than other alternatives. Critical considerations at this point include: class size, existing computer facilities, user expertise, scheduling factors, curriculum-flexibility considerations, and parameter-flexibility considerations.

Specifically, we will graph several cost curves to illustrate the costs of running Business Games in SimNet as compared to other options. Since SimNet suffers negligible fixed costs and since all operating costs are fully variable, the economics of SimNet become more attractive with smaller classes, smaller computer centers, lower computer expertise, dispersed campus facilities, high curriculum-flexibility requirements, and lower user expertise. The network will prove most appropriate for small business schools and for departments highly concerned with budget constraints.

At that stage we will illustrate how to achieve costs as low as \$3/student in the process of running a complete business game.

Demonstration

SimNet currently includes a library of over twelve business games, including:

- BUSOP
- COMPUTER-ASSISTED CASES IN LOGISTICS & OPS. MGMT.
- * ELECTRONIC INDUSTRY GAME
- EXECUTIVE SIMULATION
- INTEGRATED SIMULATION
- MARKETING A NEW PRODUCT
- * POCKET CALCULATOR BOOM
- PURDUE GRAIN ELEVATOR MANAGEMENT GAME
- PURDUE SUPERMARKET CHAIN MANAGEMENT GAME
- RISKM
- SIMQ
- SUPERMARKET STRATEGY
- * DEPARTMENT STORE GAME

The latest additions to the library are those games starred above.

For each of those games (starred above), we will provide a general description of the game, a presentation of the models on which they are based, a discussion of each game's adaptability to other industries, and a set of instructions describing how to run those business games in SimNet.

After that description, we will run one or more sample periods of each of the games, and, time-permitting, we may run other games in the library to illustrate the system's simplicity of operations and minimal time requirements.