

Development In Business Simulation & Experiential Exercises, Volume 21, 1994

ENTREPRENEURIAL SIMULATION PROGRAM

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DESCRIPTION

What is it like to run your own business? Find out with ESP. In ESP, students compete against each other by making critical business decisions on store design, location, inventory, and advertising in the retail shoe industry. Student decisions are fed into a computer (students do not operate the computer directly) that simulates market response.

Who will earn the greatest market share? Who will design strategies that beat the competition? Who will profit and who will lose? Find out with ESP.

FEATURES

- C Computer simulation allows up to 15 students to compete in the retail shoe industry over a (simulated) 12-month period.
- C Student Manual includes background information, exercises, and tear-out forms.
- C Instructor's Manual includes operating instructions and the ESP program disk (unprotected for flexibility of use and easy backup).
- C Only one computer and one computer operator (the instructor, teaching assistant, or student) is required.

SYSTEMS REQUIREMENTS

For the IBM PC, PC/XT, and PC/AT with at least 256k RAM, DOS 2.1 or higher, and printer

PUBLISHER

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