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USING SIMULATIONS TO TEACH INTERNATIONAL ISSUES: AN ANALYSIS OF THE MULTINATIONAL MANAGEMENT GAME'S LEARNING ENVIRONMENT

Panelists

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Because of the need for America to withstand the onslaught of foreign competition on its home soil and to be able to compete more strongly in overseas markets, it has been recommended by many that our nation's business schools increase their emphasis on international issues and applications. Although diverse strategies for accomplishing this emphasis are unsettled, it is likely that many business schools will insert an international-type simulation in their capstone business policy courses. This panel will focus on the use of computerized business simulations that address the global dimensions.

The panelist will (1) establish the critical issues uniquely associated with international business dimension, (2) review the array of international simulations available, and (3) comparatively rate The Multinational Management as a delivery vehicle for those critical issues.

The panel discussion will conclude with a descriptive view of the Multinational Management Game's "shell" and administrative characteristics.

The session should be of interest to academics -both users and designers of simulations -and Human Resource practitioners who are interested in the global arena from a teaching and/or management development point of view.