

# MikesBikes-Advanced

## Strategic Management

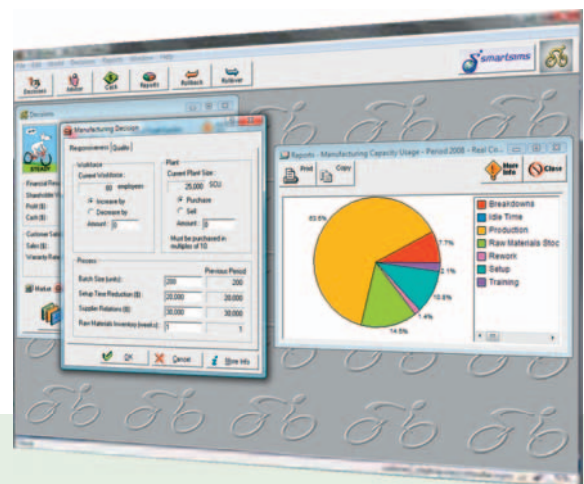
**MikesBikes-Advanced will give your students the unique opportunity of running their own company, while competing against other students within your course. MikesBikes provides your students with hands-on business experience in the classroom - experiential learning at its best!**

**MikesBikes-Advanced** is our premier Strategic Management simulation. Students form the management team of their own Bicycle Manufacturing Company, making all the key functional decisions involving Sales, Marketing, Distribution, Finance, Operations, HR, and R&D.

Students will analyze real Market and Financial reports, and collaborate with each other to create their own cross-functional Strategic Plan. MikesBikes uses a dynamic-competitive marketplace, students must adapt to the changing market and demands of consumers, while also considering external forces - reinforcing the importance of planning and evaluation. The challenge is to build their firm into the leading player in the market.

MikesBikes-Advanced is suited to senior level Strategy and Management Capstone courses. The simulation has been integrated into courses ranging from General Business & Administration, to Management Accounting and MBA courses. MikesBikes-Advanced is also used in our Corporate Training and Professional Certification courses.

- Our simulations have the flexibility to adapt to any academic or corporate course, of all lengths and sizes, as well as both on-campus and online/distance courses.
- Using our simulations is easy, simply provide us with your class list and we'll take care of the rest. Once setup, the simulation is completely automated and Instructors have their own interface to monitor the simulation.
- We also offer world class support for Instructors and Students via email and phone.



**“Students using a simulation are 80% more likely to retain the information in comparison to traditional teaching methodologies”**



### CONTACT US

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