

MikesBikes-Intro

THE BEST WAY TO LEARN

An Introduction to Business Simulation

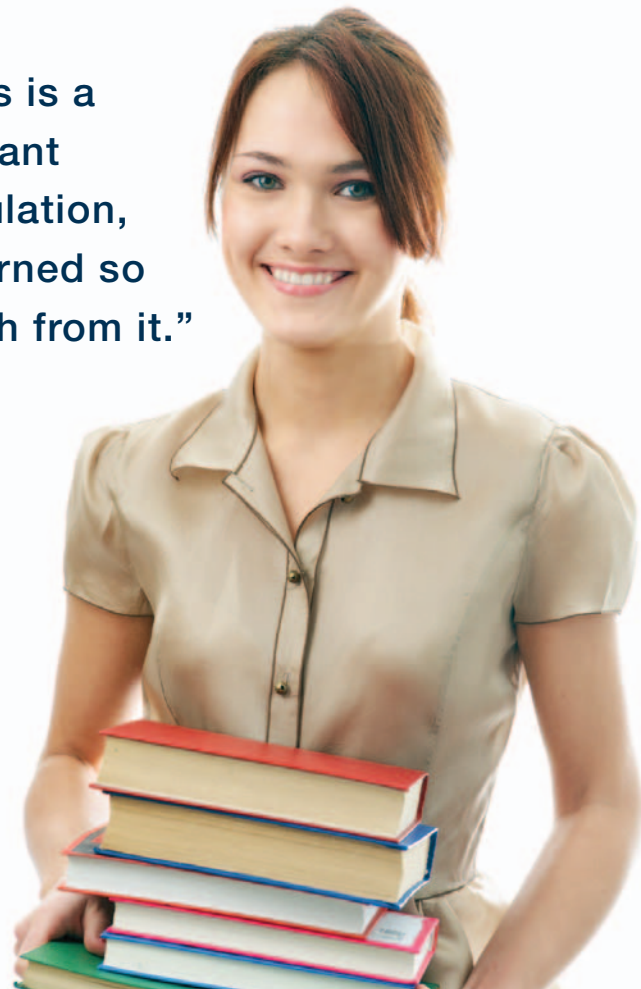
MikesBikes-Intro is an introduction to business simulation that teaches your students the key concepts of business as they run their own company within an online industry, competing against other students within their course.

Through our interactive interface students will be taught the cross-functional disciplines of business, and how the development and implementation of strategy involves these disciplines. The competitive element of MikesBikes encourages students to understand these principles and have fun doing it!

- Students start as Advertising/Brand Managers of a Bicycle Manufacturing company and get hands-on experience making Pricing, Marketing and Production decisions.
- As each decision period progresses students will be given more control over their company, becoming responsible for Distribution, Operations, Product Development, and Financial decisions.
- Students analyze real financial reports and market data.
- Formulate a comprehensive strategy, starting with a single product focus. As the simulation progresses students can develop new products and release these into emerging markets.

- Students compete against others in their course in an online multiplayer environment. The competitive nature of MikesBikes makes the simulation enjoyable for students, while encouraging involvement and learning in a way that no other teaching methodology can.
- MikesBikes uses a dynamic marketplace so that students must analyze the changing market and understand the needs of their customers, thereby reinforcing the importance of planning, implementation and evaluation of strategy.

“This is a brilliant simulation, I learned so much from it.”



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T H E B E S T W A Y T O L E A R N

Our business simulations ensure students consider the circumstances of Customer, Competitors and Company Competence [the 3 C's] and engage in decisions on Product, Price, Promotion, and Place (Distribution) [the 4 P's]. They are required to analyze data, collaborate with each other and make decisions just like managers in the real world, with their performance being ranked on Shareholder Value against other students in their course.

Teaching Resources

MikesBikes-Intro comes complete with full documentation (Instructors and Players Manuals), online resources (presentations, assignments and quizzes), and in-game help files to assist students. As an Instructor you will also have access to our Online Administrator enabling you to monitor the simulation in as much or as little detail as you wish.

MikesBikes-Intro is being successfully used in General Business and Marketing Courses throughout the World to introduce the key concepts of business. Your students will join the hundreds of thousands around the World that have thoroughly enjoyed MikesBikes and continue to inform us it's the highlight of their qualification!

Setting up your simulation is easy, just email us your class list and we will take care of the rest! We also offer world class support for Instructors and Students, with 24/7 support via email and phone.

“MikesBikes is an exciting and fun learning experience. It helped students understand business concepts quickly allowing me to focus on teaching.”



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