

MikesBikes-Intro

Introduction to Business

MikesBikes-Intro 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!

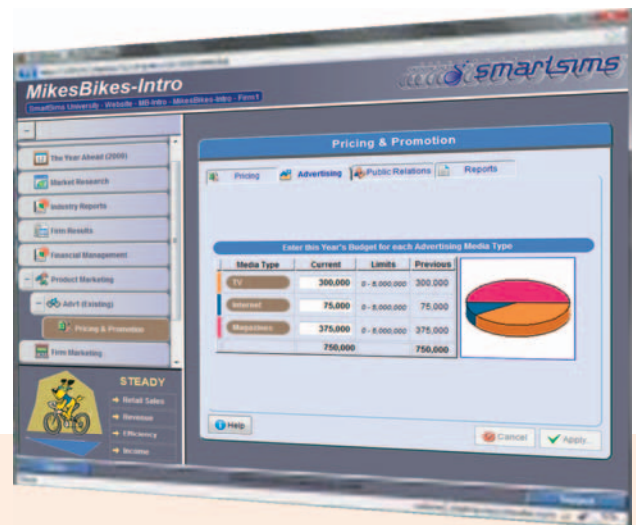
MikesBikes-Intro is a general business simulation which was designed for Introduction to Business and Marketing courses. The simulation has been developed to suit those with little, to no prior business experience, so initially students are given the responsibility of Pricing and Promotion for a single product.

As the simulation progresses, more decisions and additional products are added. Eventually students are promoted to CEO with full control over their own Bicycle Manufacturing Company. The challenge is to build their firm into the leading player in the market.

Students will analyze real Market and Financial reports, and collaborate with each other to create their own cross-functional Strategic Plan. As 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.

- 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”



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