



mikesbikes **ADVANCED**

STRATEGIC MANAGEMENT SIMULATION

Engage students in business strategy, management and decision-making in a fun, online environment.

MikesBikes Advanced gives students real-world business experience as they manage their own bicycle manufacturing company.

Competing individually or in teams, students analyze real market and financial reports to formulate their own cross-functional strategy. Implementation requires them to engage with all key functional areas of their company; including Sales, Marketing, Operations, Finance and Product Development. Students not only learn to

master each business discipline, but will understand the interrelationship between each function.

Throughout the simulation students must continue to adapt their strategy based on the dynamics of the market and their competitors.

For an additional challenge, MikesBikes Advanced enables instructors to simulate market recessions and booms, as well as enable our unique corporate takeover module.

Try MikesBikes for yourself to discover why instructors love teaching with Smartsims Business Simulations.



REAL-WORLD EXPERIENCE FOR TOMORROW'S PROFESSIONALS

Theory comes to life as students compete on Smartsims' fun, easy-to-use, online platform.



RECOMMENDED FOR:

- Strategic Management
- Business Capstone
- Business Administration
- Business Management
- Entrepreneurship
- Business Strategy
- Business Policy
- Management and Leadership Development
- Organizational Behavior
- Product Management

Teaching with MikesBikes



<https://www.smartsims.com/case-study/real-world-experience-in-classroom/>

Smartsims are a pioneer in the simulation industry, with over 20 years' experience.

Scalable. Flexible. Any Course Type

Scalable and flexible, Smartsims adapt to courses of any length or size. We have worked with institutions with as many as 3,000 users in single sessions - to others running 1,000 plus students spread over multiple campuses - right down to a single 15 student sections.

We partner with you to assist with integration, develop course content and structure. We have a wide-range of existing integration options or can customize if required. Setup is easy and the simulation is completely automated, with your own interface for monitoring the simulation. And the best customer service you will experience! Every member of our team is business degree-qualified, and with offices in Boston and Auckland, we offer around-the-clock support.

Fun, easy-to-use, online applications

Smartsims have a variety of simulations; each tailored for a particular course type and level. Students use real-time market and business reports to effectively analyze market conditions; develop strategy; and, evaluate the impact of their choices.

Every simulation includes a practice and competitive application. Once students are familiar with the simulation format, they develop strategy and make key decisions for their organization as they compete against other student-run companies.



**Contact us to learn more and
to schedule an online demonstration**
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www.smartsims.com