



# mikesbikes INTRODUCTION

INTRODUCTION TO BUSINESS SIMULATION

Progressively introduce foundation-level principles as students manage their own company in a fun and engaging learning environment.

**MikesBikes Introduction is a highly engaging method to teach the foundations of business by giving students the opportunity to manage their own virtual company.**

This unique business simulation is specifically designed for introduction to business courses by gradually building your students' knowledge and confidence in core business concepts, terminology and decision-making.

As they progress from Product Manager to CEO; students experience making sales, marketing and operations decisions in a safe and fun learning environment. They receive real-time feedback enabling them to see the impact of their decisions and link theory with practice. The competitive nature of the simulation motivates students to understand business principles at a deeper level and become personally engaged in the learning process.

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:

- Foundations of Business
- Introduction to Business
- Business Administration
- Business and Society
- Business Fundamentals
- Business Organization and Management
- Leadership for Business
- Small Business Management
- Business Concepts
- Management Principles

## MikesBikes at Drexel University



<https://www.smartsims.com/case-study/experiential-learning-drexel/>

# 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  
[sales@smartsims.com](mailto:sales@smartsims.com)  
[www.smartsims.com](http://www.smartsims.com)**