



smartsims

BUSINESS SIMULATIONS



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INTRODUCTION

INTRODUCTION TO BUSINESS SIMULATION



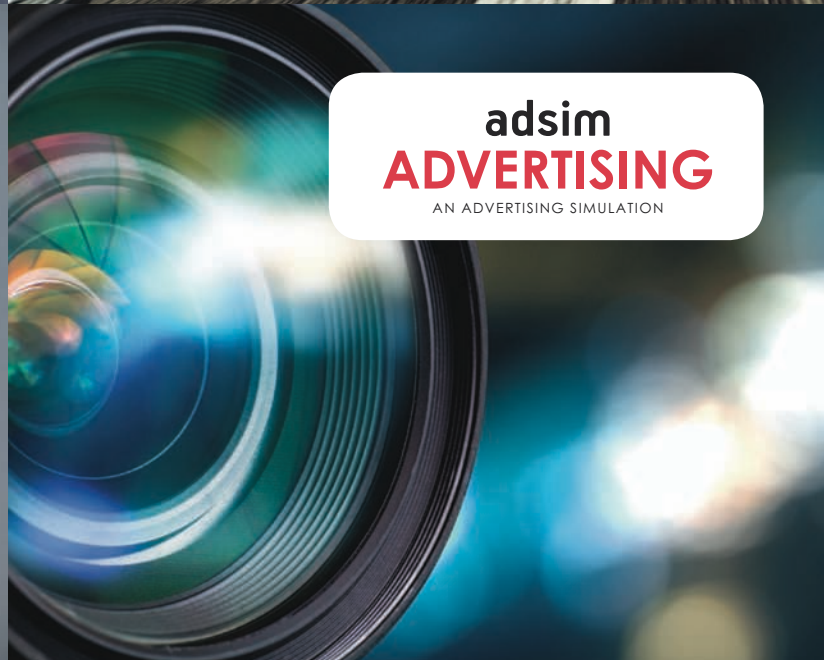
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ADVANCED

STRATEGIC MANAGEMENT SIMULATION



music2go
MARKETING

A MARKETING SIMULATION



adsim
ADVERTISING

AN ADVERTISING SIMULATION

REAL-WORLD EXPERIENCE FOR TOMORROW'S PROFESSIONALS



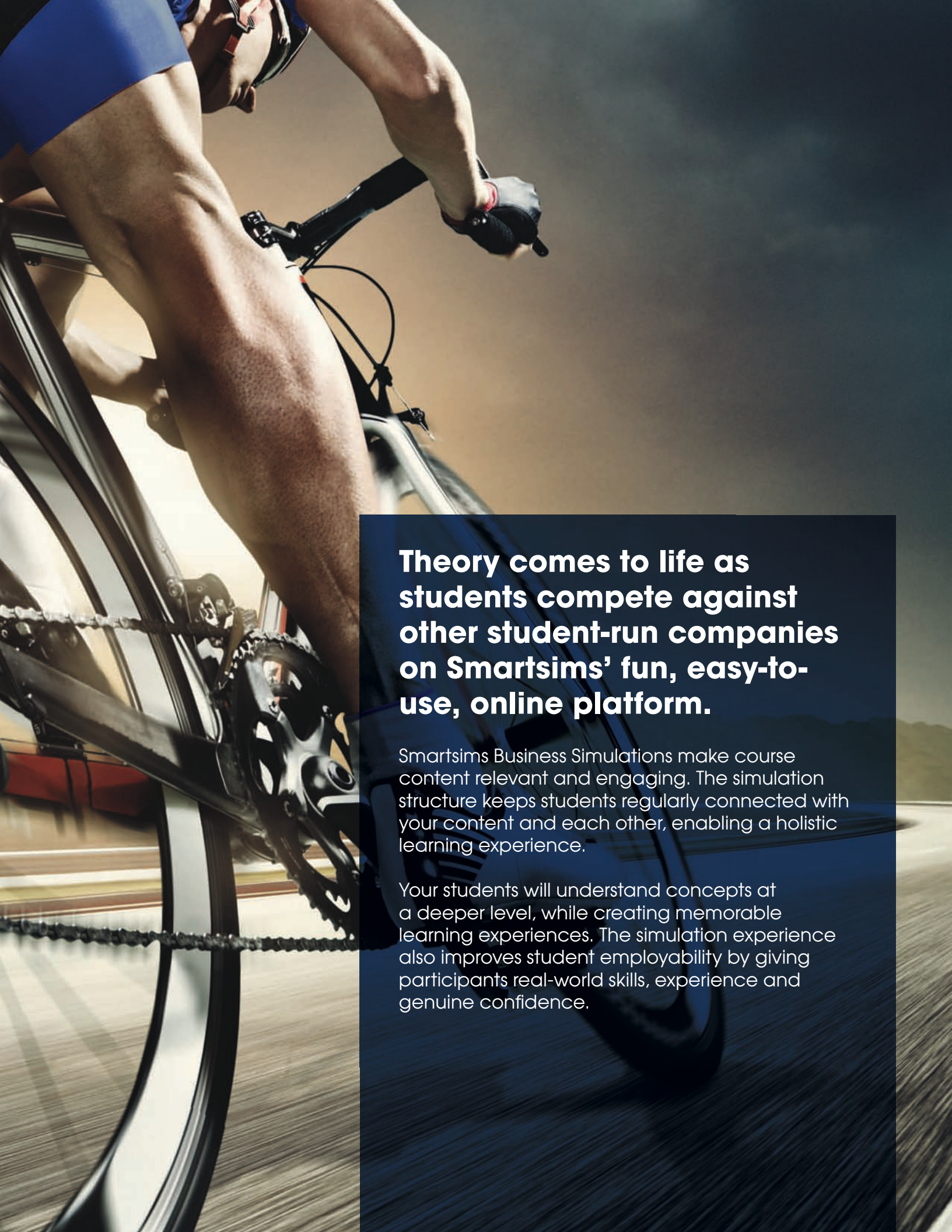
DRIVE STUDENT ENGAGEMENT & ACCELERATE LEARNING

Smartsims Business Simulations complement your instruction and content by giving students a genuine business experience.

The foundation of simulation-based learning is that we learn best by doing. Therefore, to truly grasp the impact strategy and management decision-making have on business outcomes, students need real-world experience.

Smartsims Business Simulations enable instructors to provide their students with genuine business experience, as they manage their own virtual company. Students use real market and business reports to analyze the market, developing strategy to make real-world decisions in a realistic and fun learning environment.

Over the course of the simulation students gradually build their knowledge and confidence in core business concepts, strategy, terminology and decision-making.



Theory comes to life as students compete against other student-run companies on Smartsims' fun, easy-to-use, online platform.

Smartsims Business Simulations make course content relevant and engaging. The simulation structure keeps students regularly connected with your content and each other, enabling a holistic learning experience.

Your students will understand concepts at a deeper level, while creating memorable learning experiences. The simulation experience also improves student employability by giving participants real-world skills, experience and genuine confidence.

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

Smartsims are experts in Educational Business Simulations with over 20 years' experience delivering a genuine business experience for K12, higher education and corporate training courses.

Our fun and easy-to-use business simulations feature in colleges, universities, high schools and companies around the world.

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.

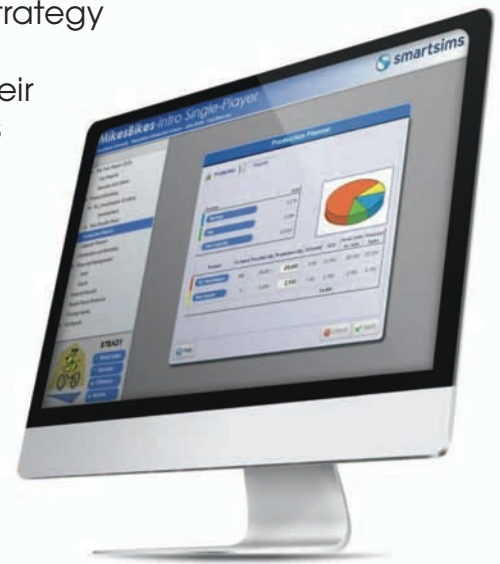
Setup is easy and the simulation is completely automated, with your own interface for monitoring the simulation.

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.





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INTRODUCTION TO BUSINESS SIMULATION

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

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



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STRATEGIC MANAGEMENT SIMULATION

Reinforce theory as students develop real-world skills managing their own company in a fun and competitive learning environment.

Recommended For:

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



music2go MARKETING

A MARKETING SIMULATION

Progressively introduce principles of marketing learning goals in a fun and engaging learning environment.

Recommended For:

- Introduction to Marketing
- Marketing Fundamentals
- Strategic Marketing
- Marketing Management
- Marketing Practices and Policies
- Sales and Marketing Management
- Principles of Marketing
- Marketing Strategy



adsim ADVERTISING

AN ADVERTISING SIMULATION

Give students the opportunity to formulate and implement their own advertising and promotion campaign.

Recommended For:

- Principles of Advertising
- Integrated Marketing Communications
- Sales Promotion Management
- Advertising Management
- Marketing Management

Contact us today to learn more about Smartsims
and to schedule an online demonstration with
one of our team.

smartsims.com
sales@smartsims.com



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VIDEOS**



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STUDIES**



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**SCHEDULE
LIVE DEMO**



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BOSTON OFFICE

5 Willow Lane
Bedford, MA 01730-1380
Phone: +1 781 933 2333

AUCKLAND OFFICE

Unit H, 46 Constellation Drive
Auckland 0632, New Zealand
Phone: +64 9 475 6272