



**Emerald Forest**

www.emerald-forest.eu

Leonardo da Vinci  
Transfer of Innovation  
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# Teacher Training to Improve Attractiveness and Quality of Management Education through the Simulation Tool 'Emerald Forest'

Management simulation, interactivity, linked assignments, learning by doing, internet based, creativity, interdisciplinary

## What is Emerald Forest?



Management Simulation Tool 'Emerald Forest' (MST-EF) is an internet-based simulation with strong links to social media and the 'real' life situations developed at NHTV Breda University of Applied Sciences, The Netherlands. It is based on an imaginary holiday park called 'Emerald Forest'. Participants joining the simulation work in teams and have to run the park, manage investments, costs, marketing, strategy and other aspects of management. They are competing with other teams in a highly competitive market and during the simulation encounter problems happening in real life as well as staged challenges in the digital world. The simulation offers an international setting in a state-of-the-art, attractive and stimulating way.



## MST-EF in Action



MST-EF can be used in great variety of contexts to train and strengthen participants' entrepreneurial, group work, creativity and other skills. It allows using different linked assignments and reaching various learning results in such subject areas as business, finance and accounting, international marketing, consumer behaviour, PR, tourism and services management and other. The same kind of problems in the simulations solved by many different nationalities, offers interesting possibilities for internationalisation.



# Aim and Outcomes of the Project



Project aims at transferring and adapting the management simulation tool "Emerald Forest" to the project partner institutions in order to improve the management training of people in HE and lifelong learning contexts, i.e. professionals, people in the labour market. In order to reach the aim the project will:

- Adapt MST-EF to the local situations and apply it in partner institutions in Latvia, Lithuania, Estonia, Bulgaria and Germany;
- Improve the tool with experiences and assignments from the partner countries and users;
- Develop and test a teacher training module and train teachers;
- Develop exploitation plan for application of the tool in the management training.

The main outcomes and products of the MST-EF project are: teacher training programme for educating teachers which will use MST-EF tool in training; trained teachers in the partner institutions; improved manual for prospective participants; adapted and improved web platform; integrated study modules of MST-EF tool in the partner institutions; promotional DVD, brochure, film and articles.

## Participant references



“ We had strict deadlines so we organized our teamwork efficiently in time. We became so passionate and the result was so good that we had motivation to do something more and keep it up! ”

“ The decisions we had to make were like in the real life, we had to develop our own strategy and we could see how every single idea changed the situation in the whole market. ”

“ The simulation taught us how to manage a business. Now we have experience on how to make decisions, how to analyse them and act accordingly. Now we know how many factors we need to take in account. ”

## Partnership



Coordinator:



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