

## Jeux de gestion stratégique - méthode d'enseignement novatrice pour l'enseignement commercial

2011-1-PL1-LEO05-19884

<http://www.adam-europe.eu/adam/project/view.htm?prj=9498>

## Information sur le projet

Titre: Jeux de gestion stratégique - méthode d'enseignement novatrice pour l'enseignement commercial

Code Projet: 2011-1-PL1-LEO05-19884

Année: 2011

Type de Projet: Projets de transfert d'innovation

Statut: Accordé

Pays: PL-Pologne

Accroche marketing: DDes représentants d'entreprises se plaignent du faible niveau de diplômés de l'université. Tout en considérant augmentation des capacités et des compétences des gestionnaires ainsi que les curricula des programmes de formation de l'enseignement professionnel, l'enseignement en utilisant les connaissances encyclopédiques, plein de modèles théoriques et des hypothèses, est totalement inutile. Pozna University of Economics ont décidé de transférer de l'Autriche à la Pologne et la Lituanie méthodes d'enseignement novatrices et de l'expérience fondées sur les TIC, des jeux virtuels stratégiques. Le but du projet spécifique consiste à intégrer Jeux de gestion stratégique au sein de l'éducation virtuelle d'affaires par le biais du Consortium des compétences des formateurs d'amélioration des de créer une réalité virtuelle et l'utiliser sur la formation en gestion stratégique. Objectif global est - de transférer les méthodes d'enseignement expérimental et innovantes fondées sur les TIC.

Résumé: According to The Lisbon Strategy, Europe should become the most competitive and dynamic knowledge-based economy in the world. The Lisbon conclusions stressed the central role of education and training as the main instrument to increase human capital. Most of the managers are only partially satisfied with the training of the employees. The main reason why employers consider training as not sufficiently effective is - lack of Training institutions capable to carry out effective training; Inability to apply new knowledge in practice; Lack of employee interest, etc. Analyzing so far available materials and good practises of a number of training providers the most effective methods for diminishing the gap between theory and practise is using experiential methods based on ICT, like virtual games. However virtual games are still an innovation to be transferred to CEEC.

The specific project aim was to embed Strategic Management Virtual Games within Consortium business education through enhancing trainers' competencies to create virtual reality and use it on strategic management training.

Overall aim was to transfer experiential and innovative teaching methods based on ICT, contributing to the quality of strategic management education.

The objectives of the project were:

- To assess the actual competence of the selected trainers for using Virtual Games in Strategic Management.
- To train 25 trainers on teaching Strategic Management Games,
- To develop 8 cases ready to use in Virtual Games,
- To develop teaching notes for the games and pilot 8 games training a group of managers on Strategic Management,
- To amend the 8 games according to the feedback after the pilot training,
- To develop the textbook and an article on using ICT in teaching process,
- Disseminate results of the project in 2 international conferences.

## Information sur le projet

Target groups of the project were: direct - educators & trainers dealing with Strategic Management education. Indirect target group are managers.

The beneficiaries were: Educators and trainers, enterprises, training providers, and students.

Partners by their professional experience represent: ISM University of Management and Economics, LT - Business University as institution transferring the innovative teaching methods to the adult education, Navigator Consulting Partners, UK – field strategic management consulting, as well as representative of the enterprises for contributing for the development and piloting virtual games, Wielkopolska Chamber of Commerce and Industry for bridging education and business. Partners have professional trainer training, management education, research, as well as dissemination experience and are proficient in project management. The project results were: 25 trained trainers, 8 Virtual Games in English, Polish and Lithuanian languages, textbook for using ICT in strategic management, one article in the Baltic Journal of Management, as well as 2 international conferences. The project duration was 24 month.

**Description:** Managers, entrepreneurs and businessman argue that education institutions are distant from the real world of economy while provided education does not match the needs of enterprises. The results of research in enterprises shows that most of the managers were only partially satisfied with the training of the employees. Therefore, one of the priority of the project was decreasing the distance between education theory and business practice. Students and employee who enter the labour market are not properly motivated, they have lack of interest, lack of professional skills as well as lack adopting abilities and creative thinking. There are only a few education providers that use virtual reality during the training. Meanwhile young people, very well acquainted with informatics issues and communication technologies require new approach in teaching. In US in 1997 a report to the National Science Foundation stated that "VR improves learning . . . by providing the learners with new, direct experiences of phenomena they could not have experienced before, either in direct interaction with the real world or using other technologies". In Europe virtual schools are insolate, especially in Central and East European Member States. It is still an innovation that has to be transferred. Very fast development of the region requires also diminishing the gap between teaching methods used across the EU.

Overall aim of the project was to transfer experiential and innovative teaching methods based on ICT, contributing to the quality of strategic management education.

The specific project aim was to embed strategic management Virtual Games within Consortium business education through enhancing trainers' competencies to create virtual reality and use it on strategic management training.

The objectives of the project were:

- To assess the actual competence of the selected trainers for using virtual games in strategic management,
- To train 25 trainers on teaching Strategic Management Games,
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Virtual Games which simulate the real-world situations in the classroom should help students develop critical-thinking skills and enhance their understanding of the economy, particularly in strategic management area. Students, managers and entrepreneurs should more likely solve typical problems that occur in real business life, react more rational to environment threats, choose right solutions for enterprises development.

Using virtual games as a teaching method becomes more and more attractive for students but also for adult. Some countries in Europe have created Virtual School

## Information sur le projet

(Austria, Netherlands), some more use ICT during training (initiatives of Netd@ys Europe, Xplora, myEurope). Teachers argue that using virtual reality to simulate real business situation, is one of the most effective ways to prepare employee or entrepreneur for working and doing business. However, in Central and East European Countries, it is still an innovation that has to be transferred.

Thèmes: \*\*\* TIC  
\*\*\* Formation tout au long de la vie  
\*\*\* Formation ouverte et à distance  
\*\* Étude interculturelle  
\*\* Enseignement supérieur  
\*\* Entreprise, TPE, PME  
\* Marché du travail  
\* Formation continue

Sectors: \*\*\* Information et Communication  
\*\*\* Enseignement  
\* Industrie Manufacturière

Types de Produit: Site Internet  
Matériel d'apprentissage  
Enseignement à distance

Information sur le produit: R.1. Competence analysis and confirmation of Strategic Management Virtual Game topics.  
R.2. Developed Virtual Game cases on Strategic Management in Poland and Lithuania  
R.3. Teaching notes for developed Virtual Games on Strategic Management  
R.4. Revised 8 Virtual Game on Strategic Management  
R.5. Revised teaching notes for Strategic Management Virtual Games  
R.6. Article in the international magazine  
R.7. Textbook on Strategic Management Virtual Game method

Page Web du projet: <http://leonardo.ue.poznan.pl/smg/>

## **Contractant du projet**

Nom: Pozna University of Economics  
Ville: Pozna  
Pays/Région: Wielkopolskie  
Pays: PL-Pologne  
Type d'organisation: Université/école supérieure spécialisée/academie  
Site Internet: <http://www.ue.poznan.pl>

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## Coordinateur

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Pays: PL-Pologne  
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Site internet: <http://www.ue.poznan.pl>

## Partenaire

### Partner 1

Nom: Wielkopolska Chamber of Commerce and Industry  
Ville: Pozna  
Pays/Région: Wielkopolskie  
Pays: PL-Pologne  
Type d'organisation: Autres  
Site Internet: <http://www.wiph.pl>

### Partner 2

Nom: Karl-Franzens Universität Graz  
Ville: Graz  
Pays/Région: Styria  
Pays: AT-Autriche  
Type d'organisation: Autres  
Site Internet: <http://www.uni-graz.at/>

### Partner 3

Nom: ISM University of Management and Economics  
Ville: Kaunas  
Pays/Région: Lietuva  
Pays: LT-Lituanie  
Type d'organisation: Autres  
Site Internet: <http://www.ism.lt>

## Données du projet

### P1 Competence report ENG.pdf

<http://www.adam-europe.eu/prj/9498/prj/P1%20Competence%20report%20ENG.pdf>

Final competence report in English

### P1 Competence report LT.pdf

<http://www.adam-europe.eu/prj/9498/prj/P1%20Competence%20report%20LT.pdf>

Final competence report in Lithuanian

### P1 Competence report PL.pdf

<http://www.adam-europe.eu/prj/9498/prj/P1%20Competence%20report%20PL.pdf>

Final competence report in Polish

### P2 Revised Case Body Slim ENG.pdf

<http://www.adam-europe.eu/prj/9498/prj/P2%20Revised%20Case%20Body%20Slim%20ENG.pdf>

Revised case Body Slim

### P2 Revised Case Brewery ENG.pdf

<http://www.adam-europe.eu/prj/9498/prj/P2%20Revised%20Case%20Brewery%20ENG.pdf>

P2 Revised Case Brewery ENG

### P2 Revised Case Burger ENG.pdf

<http://www.adam-europe.eu/prj/9498/prj/P2%20Revised%20Case%20Burger%20ENG.pdf>

Revised case Burger

### P2 Revised Case Chocolate ENG.pdf

<http://www.adam-europe.eu/prj/9498/prj/P2%20Revised%20Case%20Chocolate%20ENG.pdf>

P2 Revised Case Chocolate ENG

### P2 Revised Case HeatPump ENG.pdf

<http://www.adam-europe.eu/prj/9498/prj/P2%20Revised%20Case%20HeatPump%20ENG.pdf>

P2 Revised Case HeatPump ENG

### P2 Revised case Scooters ENG.pdf

<http://www.adam-europe.eu/prj/9498/prj/P2%20Revised%20case%20Scooters%20ENG.pdf>

P2 Revised Case Scooters

### P2 Revised Case Snowflake ENG.pdf

<http://www.adam-europe.eu/prj/9498/prj/P2%20Revised%20Case%20Snowflake%20ENG.pdf>

Revised case Snowflake

### P2 Revised Case XCor ENG.pdf

<http://www.adam-europe.eu/prj/9498/prj/P2%20Revised%20Case%20XCor%20ENG.pdf>

P2 Revised case XCor ENG

## Données du projet

### P3 Revised Teaching Notes BODY SLIM ENG.pdf

<http://www.adam-europe.eu/prj/9498/prj/P3%20Revised%20Teaching%20Notes%20BODY%20SLIM%20ENG.pdf>

Revised teaching notes Body Slim

### P3 Revised Teaching Notes Brewery ENG.pdf

<http://www.adam-europe.eu/prj/9498/prj/P3%20Revised%20Teaching%20Notes%20Brewery%20ENG.pdf>

P3 Revised Teaching Notes Brewery ENG

### P3 Revised Teaching Notes Burger ENG.pdf

<http://www.adam-europe.eu/prj/9498/prj/P3%20Revised%20Teaching%20Notes%20Burger%20ENG.pdf>

Revised teaching notes Burger

### P3 Revised teaching notes Chocolate ENG.pdf

<http://www.adam-europe.eu/prj/9498/prj/P3%20Revised%20teaching%20notes%20Chocolate%20ENG.pdf>

P3 Revised Teaching Notes Chocolate ENG

### P3 Revised teaching notes HeatPump ENG.pdf

<http://www.adam-europe.eu/prj/9498/prj/P3%20Revised%20teaching%20notes%20HeatPump%20ENG.pdf>

P3 Revised Teaching Notes HeatPump ENG

### P3 Revised teaching notes Scooters ENG.pdf

<http://www.adam-europe.eu/prj/9498/prj/P3%20Revised%20teaching%20notes%20Scooters%20ENG.pdf>

P3 Revised Teaching Notes Scooters ENG

### P3 Revised Teaching Notes Snowflake ENG.pdf

<http://www.adam-europe.eu/prj/9498/prj/P3%20Revised%20Teaching%20Notes%20Snowflake%20ENG.pdf>

Revised teaching notes Snowflake

### P3 Revised teaching notes XCor ENG.pdf

<http://www.adam-europe.eu/prj/9498/prj/P3%20Revised%20teaching%20notes%20XCor%20ENG.pdf>

P3 Revised Teaching Notes XCor ENG

### P6 Feedback on VSMG Bicycle.pdf

<http://www.adam-europe.eu/prj/9498/prj/P6%20Feedback%20on%20VSMG%20Bicycle.pdf>

Feedback on the case Bicycle

### P6 Feedback on VSMG Body Slim.pdf

<http://www.adam-europe.eu/prj/9498/prj/P6%20Feedback%20on%20VSMG%20Body%20Slim.pdf>

Feedback on the case Body slim

### P6 Feedback on VSMG Brewery.pdf

<http://www.adam-europe.eu/prj/9498/prj/P6%20Feedback%20on%20VSMG%20Brewery.pdf>

Feedback on the case Brewery

## Données du projet

### P6 Feedback on VSMG Burger.pdf

<http://www.adam-europe.eu/prj/9498/prj/P6%20Feedback%20on%20VSMG%20Burger.pdf>

Feedback on the case Burger

### P6 Feedback on VSMG Chocolate.pdf

<http://www.adam-europe.eu/prj/9498/prj/P6%20Feedback%20on%20VSMG%20Chocolate.pdf>

Feedback on the case Chocolate

### P6 Feedback on VSMG Gincodin.pdf

<http://www.adam-europe.eu/prj/9498/prj/P6%20Feedback%20on%20VSMG%20Gincodin.pdf>

Feedback on Gincodin

### P6 Feedback on VSMG Heat Pump.pdf

<http://www.adam-europe.eu/prj/9498/prj/P6%20Feedback%20on%20VSMG%20Heat%20Pump.pdf>

Feedback on Heat Pump

### P6 Feedback on VSMG Snowflake.pdf

<http://www.adam-europe.eu/prj/9498/prj/P6%20Feedback%20on%20VSMG%20Snowflake.pdf>

Feedback on Snowflake case

### P6 Feedback on VSMG XCorr.pdf

<http://www.adam-europe.eu/prj/9498/prj/P6%20Feedback%20on%20VSMG%20XCorr.pdf>

Feedback on XCor case

### P7 Article ECHO.pdf

<http://www.adam-europe.eu/prj/9498/prj/P7%20Article%20ECHO.pdf>

Article about the project

### P7 Article Slovakia full text.pdf

<http://www.adam-europe.eu/prj/9498/prj/P7%20Article%20Slovakia%20full%20text.pdf>

Article

### P7 Article Slovakia table of contents.pdf

<http://www.adam-europe.eu/prj/9498/prj/P7%20Article%20Slovakia%20table%20of%20contents.pdf>

Article

### P7 Article Vilnius.pdf

<http://www.adam-europe.eu/prj/9498/prj/P7%20Article%20Vilnius.pdf>

Article

### P8 Textbook.pdf

<http://www.adam-europe.eu/prj/9498/prj/P8%20Textbook.pdf>

Textbook "The Strategic Management Virtual Game Method in Business Education"

## Données du projet

### P9 Algorithms.pdf

<http://www.adam-europe.eu/prj/9498/prj/P9%20Algorithms.pdf>

Algorithms of strategic management games

### VSMG Competence analysis - report of the Project Coordinator.docx

<http://www.adam-europe.eu/prj/9498/prj/VSMG%20Competence%20analysis%20-%20report%20of%20the%20Project%20Coordinator.docx>

Based on the survey the analyses of actual trainers competencies were conducted. Both Polish and Lithuanian trainees were asked to fill in the questionnaire which allowed to assess their competencies in training with the use of Strategic Management Games. Questions about experience with teaching with using virtual reality, experience in developing games, scenarios and teaching notes were examined. The results of these surveys were analyzed in order to assess the level of trainers competencies, to assess the gap between trainers current competence and competencies required in effective teaching process. Based on this analyses the training in teaching with management games was designed.

## Produits

- 1 P1 VSMG Competene Analysis
- 2 P2 Cases used in strategic management games
- 3 P3 Teaching notes for VSMG (initial and revised)
- 4 P4 Scenarios of virtual strategic management games (scenarios of VSMG)
- 5 P5 Revised Virtual Strategic Management Games (VSMG)
- 6 P6 Feedback on developed Virtual Strategic Virtual Game and teaching notes
- 7 P7 Articles
- 8 P8 Textbook "The Strategic Management Virtual Game Method in Business Education"
- 9 P9 Algorithms of VSMG
- 10 P10 Software (engine) of VSMG
- 11 P11 Interface of VSMG for trainers to create own scenarios
- 12 P12 Interface of VSMG for trainers to manage the game
- 13 P13 Interface of VSMG for trainees to participate in training

## Produit 'P1 VSMG Competene Analysis'

Titre: P1 VSMG Competene Analysis

Type de Produit: Autres

Texte marketing: This competence analysis allows to see how innovative the teaching method is and how seldom it is used by teachers and educators. Virtual reality and strategic games are very required teaching method in CEEC.

Description: Based on the survey the analyses of actual trainers competencies were conducted. Both Polish and Lithuanian trainees were asked to fill in the questionnaire which allowed to assess their competencies in training with the use of Strategic Management Games. Questions about experience with teaching with using virtual reality, experience in developing games, scenarios and teaching notes were examined. The results of these surveys were analyzed in order to assess the level of trainers competencies, to assess the gap between trainers current competence and competencies required in effective teaching process. Based on this analyses the training in teaching with management games was designed.

Cible: Trainers and educators are evaluated on the level of Virtual Game competencies and using ICT during training.

Research is conducted to define what specification cases are required and what sector should they focus on.

Résultat: Most of the trainees have never participated in the training how to teach while using virtual strategic games. The training in Lithuania was the first time. Most of them have never used games during lectures either. This means that both, the training on how to write scenarios, and the training how to teach while using games are very needed. Trainees are very interested and engaged in the process since the outcome can be very important for their future assignments.

Summary:

The results of the survey lead to some conclusions:

1. Virtual Strategic Management Games is innovative and experiential teaching method, very seldom used during training.
2. VSMG is considered as a very potential teaching method.
3. Trainers from Lithuania use VSMG method more often than their counter partners in Poland. The method however is not very popular.
4. In both countries trainings in both writing and teaching VSMG method is not common and only few scholars take it.
5. Trainers from Lithuania have never had an official and regular training on VSMG preparing and teaching, while having some informal experience on this topic.
6. Trainers from both Lithuania and Poland have diversified level of competences on VSMG preparing and teaching. Most of them require further training on this topic.
7. Further analysis has to be done after training on VSMG preparing and teaching, to see to what extent trainers have acquired educational skills.

Domaine d'application: Management education, economy

Adresse du site Internet:

Langues de produit: anglais

## Produit 'P2 Cases used in strategic management games'

Titre: P2 Cases used in strategic management games

Type de Produit: Matériel pour l'enseignement

Texte marketing: Participants involved in the project created, tested and developed cases of markets and companies which were the basis for the development of scenarios of VSMG

Description: The cases of markets and companies are crucial in the development of VSMG scenarios. The cases consist of following parts:

- the company - description of main features of virtual companies which trainees are to run during the training
- the product - description on main features of the products which virtual companies are to produce and sale during the training with VSMG
- customer groups - the feature (description) of all customer groups which are interested in buying products produced by virtual companies, preferences of all target groups with respect of quality and prices
- markets - location of markets, their description and shares of target groups in each location

These cases developed within the project base on real markets, so it required a lot of work for participants to find out the information about all description.  
The cases were the basis to create the scenarios of the VSMG. Based on each case, a scenario was created.

Cible: business trainers, managers who will be trained

Résultat: Description of cases which were used in the virtual strategic management games

Domaine d'application: For scenarios and games

Adresse du site Internet:

Langues de produit: polonais  
lituanien  
anglais

## Produit 'P3 Teaching notes for VSMG (initial and revised)'

Titre: P3 Teaching notes for VSMG (initial and revised)

Type de Produit: Matériel d'apprentissage

Texte marketing: Teaching notes are the manuals for trainers how to use a given case and a given scenario during the business training.  
For each case and scenario built on this case, the teaching note is prepared to help trainers to use VSMG in their training practice.

Description: Teaching notes are prepared to each case and scenario.  
Teaching notes consist of following parts:

- short description of the game
- level of education at which the scenario can be used, including the target audience and the trainees' prior experience,
- type of course, including: the principal subject areas of the game scenario, teaching and learning objectives, level of game difficulty
- teaching plan, including: number of trainees in one team, number of teams in one game, number of decision rounds, time for decision making for one decision round, rules of collaboration within each team, rules of collaboration between team and trainer, rules of making decisions
- gaming, including: decision suggestions for each round (decisions required for proper market functioning), applied optimization parameters description
- assessment of trainees' activity, including: possible trainees evaluation criteria, possible trainees evaluation rules.

Cible: business trainers

Résultat: teaching notes for business trainers which indicate how to use the virtual strategic management games in managerial education

Domaine d'application: The product is to support business trainers in using virtual strategic management games

Adresse du site Internet:

Langues de produit: anglais  
polonais  
lituanien

## Produit 'P4 Scenarios of virtual strategic management games (scenarios of VSMG)'

Titre: P4 Scenarios of virtual strategic management games (scenarios of VSMG)

Type de Produit: Autres

Texte marketing: CONFIDENTIAL/ NOT FOR PUBLIC USE

Based on cases developed as product no. 2, we created and developed game scenarios. They consist of set of parameters which "translate" the business logic of markets described in cases into the algorithms used in software. These parameters are crucial in VSMG because they let the games to be playable.

Description: Setting the scenarios of VSMG made the games possible to be used in education. In these context, scenarios are crucial part of the project. They let to bridge the cases and games. In cases, trainers involved in the project described the markets and products. In games, trainees run virtual companies. Scenarios help to transfer the case into game. By establishing the set of parameters, cases became games. Parameters of the scenario based on the case

Cible: business trainers

Résultat: set of parameteres which "transfer" the cases (P2) into playable strategic management games

Domaine d'application: Parameters are necessary to make the cases a game possible to play.

Adresse du site Internet:

Langues de produit: lituanien  
anglais  
polonais

## Produit 'P5 Revised Virtual Strategic Management Games (VSMG)'

Titre: P5 Revised Virtual Strategic Management Games (VSMG)

Type de Produit: Enseignement à distance

Texte marketing: Virtual Strategic Management Games are the core product of the project. Together with cases, scenario, teaching notes, software and users' panels, VSMG are the teaching method ready to use in business training.

Description: Within VSMG managers train their business competences by running the virtual companies and competing with other companies. During VSMG trainees are to make several business decision in following areas:

- Establishing a company – name, localization of a company, rules within the team, aims of the company, strategy of running a business
- Production – brands of chocolate tailored to selected clients' groups, production capacity and production limits,
- Selling channels – choice of sales offices
- Price strategy - level of prices and discounts for each brand and for each location of selling,
- Promotion strategy – strategy of advertisement for a company and/ or each brand
- Human resource strategy – hiring production and sale staff, wages and additional benefit

VSMG last several decision rounds (depending on a game, between 10 and 14). All decisions are put into the software and after each decision rounds trainees get the feedback on the results made by their virtual firms. The results depend both on the effectiveness of own decisions and on effectiveness of competitors' decisions. In each training, trainees are divided into groups which play the same simulation.

Cible: business trainers, managers, game designers

Résultat: 8 virtual strategic management games possible to be used in business education

Domaine d'application: games possible to be used in managerial and entrepreneurial education

Adresse du site Internet:

Langues de produit: anglais  
polonais  
lituanien

## Produit 'P6 Feedback on developed Virtual Strategic Virtual Game and teaching notes'

Titre: P6 Feedback on developed Virtual Strategic Virtual Game and teaching notes

Type de Produit: Méthodes d'évaluation

Texte marketing: Feedback got from managers participating in the training with the use of VSMG on the quality and effectiveness of VSMG and teaching notes

Description: Feedback received from one of the target groups allowed us to improve our core products as scenarios, strategic games and teaching notes. Thanks to the feedback, we were able to adopt our teaching method to the expectations and needs of target groups and to make the most valuable teaching tool possible.

Cible: managers, business trainers

Résultat: Feedback helped to develop the cases, teaching notes and virtual strategic management games

Domaine d'application: The product is used to improved the innovative teaching method as virtual strategic management games.

Adresse du site Internet:

Langues de produit: polonais  
lituanien  
anglais

## Produit 'P7 Articles'

Titre: P7 Articles

Type de Produit: Autres

Texte marketing: 4 articles were written and published (3) or submitted (1) to journals. These articles describe both the project and the strategic management games as education tool.

Description: The articles helped to disseminate the information about the project and strategic games as teaching tool.  
Writing the articles helped authors who are business trainers and scenarios' writers as well to develop their knowledge about education method in general and strategic games as teaching tool in particular.

Cible: business trainers, managers

Résultat: Articles helped in dissemination the information about the project and make the core products better known to the audience.

Domaine d'application: Articles are used to enlarge the knowledge about the games as teaching method.

Adresse du site Internet:

Langues de produit: anglais  
polonais

## Produit 'P8 Textbook "The Strategic Management Virtual Game Method in Business Education"'

Titre: P8 Textbook "The Strategic Management Virtual Game Method in Business Education"

Type de Produit: Matériel pour l'enseignement

Texte marketing: The monograph presenting both the discussion on strategic games as teaching method and the manual for using the VSMG developed within the project from trainees' and trainers' perspective.

Description: The textbook was edited by two editors (Aleksandra Gawel and Maciej Pietrzykowski), there are 2 parts in the textbook, the first one more general, about games as education tool, the second one about the usage of VSMG developed in the project. All together there are 8 chapters written by 10 authors. The textbook consists of 214 pages.

Cible: business trainers, managers, game designers

Résultat: The textbook helps business trainers and managers to use the virtual strategic management games in education practice.

Domaine d'application: The textbook is a manual how to use virtual strategic management games in business education

Adresse du site Internet:

Langues de produit: anglais

## Produit 'P9 Algorithms of VSMG'

Titre: P9 Algorithms of VSMG

Type de Produit: Autres

Texte marketing: Algorithms of VSMG are mathematical equations which transfer the business logic and all relations among elements of business reality into equations.

Description: In these equations the following relations were described:

- price index,
- sales channels effectiveness,
- sales index,
- production effectiveness,
- stock shortage,
- employee satisfaction,
- debt index,
- plan fulfillment index.

We accepted the production companies' logic, which means that virtual companies run by trainees have a production line (factory) in one location and they should open and run sales offices in another/other location/s. Products produced in factory should be transferred to sales offices and then it is possible to offer these products to clients.

Cible: business trainers, game designers

Résultat: Algorithms help to transfer the cases into scenarios (into parameters). Algorithms are the essential to produce the software (engine) of strategic games.

Domaine d'application: Algorithms can be used in building the software (engine) of strategic management games for education purposes.

Adresse du site Internet:

Langues de produit: anglais

## Produit 'P10 Software (engine) of VSMG'

Titre: P10 Software (engine) of VSMG

Type de Produit: Autres

Texte marketing: Software (engine) of VSMG let the VSMG to be active and innovative teaching tool. Game engine lets trainers to create their own scenarios or to manage games based on scenarios created during the project realization. Engine lets players to play VSMG. By all these functionalities, engine of VSMG is crucial product of the project.

Description: Software (engine) of VSMG is crucial to achieve the project objectives. It makes possible to use the VSMG as teaching tool. It uses ICT technology and lets "translate" cases developed by involved trainers into game possible to be use in business education.

Cible: business trainers, game designers, managers

Résultat: The software (engine) is necessary for using the virtual strategic management games in business education.

Domaine d'application: software is used in education practice

Adresse du site Internet:

Langues de produit: anglais

## Produit 'P11 Interface of VSMG for trainers to create own scenarios'

Titre: P11 Interface of VSMG for trainers to create own scenarios

Type de Produit: Site Internet

Texte marketing: Interface of virtual strategic management games is used by business trainers to create their own scenarios.

Description: Interface of VSMG is used by business trainers to create their own scenarios. This product lets trainers to work on new scenario and coming through 12 steps of scenario's creation.

These 12 steps are following:

1. Start
2. General parameters
3. Locations
4. Transfer costs
5. Consumer Groups
6. Ads, benefits and training
7. Suppliers and products
8. Development costs
9. Production Lines and Sales Offices
10. Turn Events
11. Optimization Algorithm
12. Save Scenario

Cible: business trainers, game designers

Résultat: The interface helps business trainers to create own scenario based on own case

Domaine d'application: In the business education as teaching tool

Adresse du site Internet: <http://leonardo.ue.poznan.pl/smggame/?lo>

Langues de produit: anglais  
lituanien  
polonais

## Produit 'P12 Interface of VSMG for trainers to manage the game'

Titre: P12 Interface of VSMG for trainers to manage the game

Type de Produit: Site Internet

Texte marketing: Interface of VSMG for trainers makes it possible to manage the game. There are several main areas of functionality.

Description: Interface of VSMG for trainers makes it possible to manage the game. There are several main areas of functionality.

1. Area which allows to create new game based on existing scenario
2. Area which shows games already created. It allows to assign new player to the game, to create new team and to start the game.
3. Area which shows the games in the progress. It allows trainers to end the decision turn and to analyze the results of all players in fields of sales, products, production lines, sales offices, human resources, finance, suppliers, marketing and optimization algorithm.
4. Area to manage the players accounts
5. Area to manage player groups
6. Area to create new scenario (combine with the product no.11)

Cible: business trainers

Résultat: Interface of VSMG makes the core outcome of the project (VSMG) possible to use for business trainers. The interface allows to create new game and progress it.

Domaine d'application: Business education

Adresse du site Internet: <http://leonardo.ue.poznan.pl/smggame/?lo>

Langues de produit: anglais  
polonais  
lituanien

## Produit 'P13 Interface of VSMG for trainees to participate in training'

Titre: P13 Interface of VSMG for trainees to participate in training

Type de Produit: Site Internet

Texte marketing: Interface of VSMG for trainees makes it possible participate in the training. Using this interface, trainees are able to make and submit business decisions connected with establishing and running virtual companies.

Description: Interface of VSMG for trainees makes it possible participate in the training. Using this interface, trainees are able to make and submit business decisions connected with establishing and running virtual companies. There are several main areas of decision making:

1. Marketing and Sales (Sales Offices, Advertising, Product Prices)
2. Research and Development (Production Lines, Products)
3. Operations (Production, Suppliers, Inventories)
4. Human Resources (Employment, Training Course)
5. Finance (Current Statement, Emergency Loan)
6. Strategic Management (Mission, Goals, Planning)
7. Reports

Cible: managers, trainees

Résultat: Interface of VSMG makes the core outcome of the project (VSMG) possible to use for trainees. The interface allows trainees to participate in training and to have the access to the game.

Domaine d'application: in business education

Adresse du site Internet: <http://leonardo.ue.poznan.pl/smggame/?lo>

Langues de produit: polonais  
lituanien  
anglais

## Événements

### Final conference "Strategic management games in business education"

Date 15.01.2014

Description During the final conference we planned to present our project and the results of it. On the other hand, we also wanted to make a network of business trainers teaching with the use of simulation game, also game designers. Mostly, they work at adult education providers and universities. The same time, we wanted our project to be known to human resource departments of companies as they might be interested in implementation of VSMG into their training practice.

Cible business trainers, company training departments, universities, business game designers

Public Événement public

Informations de contact

Date et lieu 15.01.2014, Poznan, Poland

### Interim conference

Date 18.02.2013

Description During the interim conference we planned to present our project and the results of it. On the other hand, we also wanted to make a network of business trainers teaching with the use of simulation game. Mostly, they work at adult education providers and universities. The same time, we wanted our project to be known to human resource departments of companies as they might be interested in implementation of VSMG into their training practice.

Cible business trainers, company training departments, business game designers, universitie

Public Événement public

Informations de contact

Date et lieu 18-02-2013, Vilnius, Lithuania