
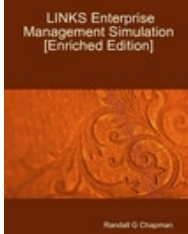
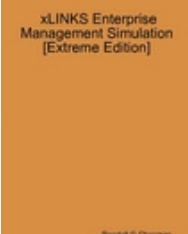


Course Roadmap: *Business Strategy*



	 LINKS Enterprise Management Simulation	 LINKS Enterprise Management Simulation [Enriched Edition]	 xLINKS Enterprise Management Simulation [Extreme Edition]
Learning Emphases	Managing the whole enterprise for long-run profitability: <ul style="list-style-type: none"> - Strategy selection, planning, and execution. - Managing risk and uncertainty in a dynamic marketplace. - Matching demand and supply in the presence of vigilant competition. - Coordinating marketing programs and operations capabilities. - Innovation management. - Fact-based analysis and decision making. - Developing and implementing business plans. 		
Simulation Size	“Small”	“Substantial”	“Extreme”
Simulation Role Within the Course	“Modest” team-based course “project” as part of a larger case-based integrative business strategy course.	“Substantial” team-based, competitive simulation that forms a majority of the course activities.	“Extreme” team-based, competitive simulation around which the whole course is based.
Target Courses	Business strategy, corporate strategy, general managership, and integrative enterprise management courses and executive education seminars where a sophisticated simulation experience is desired, as part of a larger set of course activities.		And where the whole course is built around the simulation experience.
Typical Rounds	5-6	8-9	10-12
Time Per Round (hours)	1.5 to 2 hours	2.5 to 3 hours	4 to 5 hours
Typical Industry Size and Composition	4-6 firms per LINKS industry; teams of 3-5 students. Minimum of 2 and maximum of 8 firms per LINKS industry; multiple, independent LINKS industries accommodate larger classes.		
Typical Teaching Plan {team meetings are normally outside of class time, in the traditional style of “case study” preparation}	<ul style="list-style-type: none"> • 30-minute in-class introduction (after students read the participant’s manual) • Simulation rounds scheduled about weekly. • At least one round of private instructor review meetings with each team during the event; multiple rounds of private instructor review meetings with larger LINKS variants. • Mid-event team-based SWOT analysis, business review memo, or business plan. • Post-event, team-based report (written reports or in-class presentations); 30-minute in-class debriefing. 		
Student Assessment {for the LINKS simulation part of the course}	<ul style="list-style-type: none"> • Minority of Grade: Within-simulation team performance assessment based on a balanced scorecard of financial, operational, and customer-facing key performance indicators. • Majority of Grade: Team-based mid-event written report and final report or in-class presentation. • Individual-Student Assessment Options: Multiple-choice test(s), peer evaluations, and 5-page “advice-to-my-successor” memo. 		
Cost Per Student	\$35	\$45	\$60



In academic degree-granting programs, \$35, \$45, and \$60 per student simulations include a maximum of 6, 9, and 12 rounds, respectively. Extra rounds cost \$3 per student per extra round.

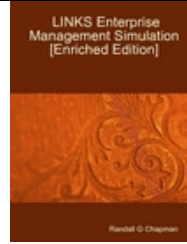


Current and potential LINKS instructors are invited to contact Randall G. Chapman PhD (LINKS@LINKS-simulations.com), the LINKS author, to discuss the LINKS simulation variant that would be most appropriate for their instructional application.

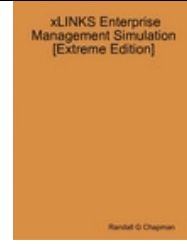
LINKS Enterprise Management Simulations



LINKS Enterprise Management Simulation



LINKS Enterprise Management Simulation [Enriched Edition]



xLINKS Enterprise Management Simulation [Extreme Edition]

Initialization Conditions and Market Structure			
Categories	1 [H]	1 [H]	2 [H&M]
Brand Portfolio	2 products [2H]	2 products [2H]	2 products [1H & 1M]
Retail Channel	✓	✓	✓
Direct/E-Commerce Channel		✓	✓
Major Accounts Channel			✓
Product Development Decisions			
Product Configuration	✓	✓	✓
R&D Spending		✓	✓
Procurement Decisions			
Raw Materials Management			✓
Sub-Assembly Components Management			✓
Manufacturing Decisions			
Production	✓	✓	✓
Emergency Production Limit	✓	✓	✓
Production Volume Flexibility			✓
Plant Capacity Management		✓	✓
Distribution and Transportation Decisions			
Distribution			✓
Transportation			✓
Service Decisions			
CSR Salary		✓	✓
CSR Hiring/Firing		✓	✓
CSR Experienced Hiring		✓	✓
Service Operations		✓	✓
Service Outsourcing	✓	✓	✓
CSR Time Allocations To Products		✓	✓
Generate Demand Decisions			
Price	✓	✓	✓
Marketing Spending	✓	✓	✓
Marketing Mix Allocation			✓
Positioning			✓
Credit Financing		✓	✓
Forecasting Decisions			
Short-Term Forecasts	✓	✓	✓
Long-Term Forecasts			✓
Gross Margin Forecasts			✓
Information Technology Decisions			
Decision Options			✓
Other Decisions			
Firm Name	✓	✓	✓
Supplemental Dividends		✓	✓
Loans (2-Quarter and 4-Quarter)		✓	✓
Research Studies			
# of Research Studies	11	23	33