

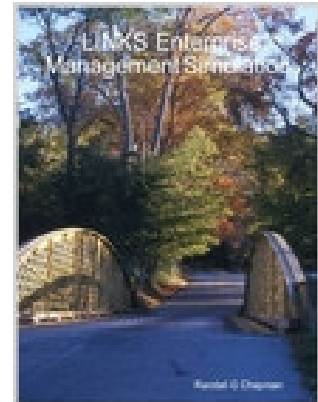
LINKS Enterprise Management Simulation

"I hear and I forget; I see and I remember; I do and I understand." - Confucius

The LINKS Enterprise Management Simulation is a sophisticated, team-based, competitive strategy simulation designed for course applications where a “modest” four-six round simulation experience is desired as part of a larger set of course activities.

LINKS firms are manufacturers in the simulated set-top box industry. LINKS industries may have as many as eight competing teams (four to six firms per industry are typical), with simultaneous parallel industries accommodating larger class sizes.

The LINKS Enterprise Management Simulation engages participants in all aspects of business strategy and profitable enterprise management: strategy (market selection, differential advantage, and product-line portfolio management), analysis (of customers, segments, markets, competitors, and environment), coordination of operations management (manufacturing) and generate-demand programs (product development, service management, and marketing programs). Many research studies resources are available to LINKS firms, including competitive benchmarking, concept testing, and price sensitivity analysis.



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. • Innovation management. • Fact-based analysis and decision making.
Target Courses	Business strategy, corporate strategy, general managership, and integrative enterprise management courses and executive education seminars where a “modest” (as few as 4 rounds) but sophisticated simulation experience is desired, as part of a larger set of course activities.
Simulation Administration	Chapman and Associates provides web-based remote administration of LINKS events. There’s no software to download/install. Participants use their favorite web browser to access the LINKS Simulation Database to input decisions and retrieve results (a Word doc file) after simulation rounds.
Instructor Support	Randy Chapman (Chapman@ChapmanRG.com) provides direct-from-the-author support to instructors throughout LINKS events, including pre-course counseling and course design with LINKS.

LINKS resources, including the participant’s manual and extensive instructor resources, are conveniently accessible via the LINKS website (<http://www.LINKS-simulations.com>).

The **LINKS Enterprise Management Simulation [Enriched Edition]** may be of interest to instructors wishing a “larger” business/corporate strategy simulation experience, involving at least six rounds. LINKS EMe adds product-specific R&D spending, plant capacity management decisions, a range of inter-related service management insourcing decisions, and financial engineering decisions to the LINKS Enterprise Management Simulation, as well as appropriate information technology options and research studies. Please contact Randy Chapman (Chapman@ChapmanRG.com) with any questions about the LINKS Enterprise Management Simulation [Enriched Edition].