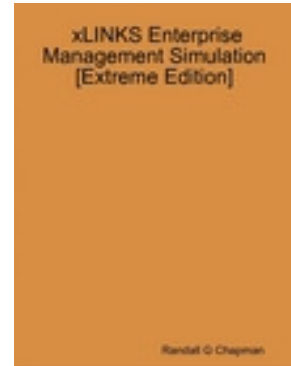


## xLINKS Enterprise Management Simulation [Extreme Edition]

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

The xLINKS Enterprise Management Simulation [Extreme Edition] is a sophisticated, team-based, competitive strategy simulation designed for integrative business strategy course applications where the whole course is built around the simulation. At least eight simulation rounds are recommended with xLINKS EMx. Participant teams typically create business plans at the mid-point of the simulation event, for subsequent implementation in the rest of the event.



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 xLINKS Enterprise Management Simulation [Extreme Edition] 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 (supply chain management) and marketing programs (product development, service management, and marketing programs), and financial engineering. Many research studies resources are available to LINKS firms in xLINKS EMx.

|                           |  |
|---------------------------|--|
| Learning Emphases         | <p>Managing the whole enterprise for long-run profitability:</p> <ul style="list-style-type: none"> <li>• Strategy selection, planning, and execution.</li> <li>• Managing risk and uncertainty in a dynamic marketplace.</li> <li>• Competitive analysis, dynamics, and rivalry</li> <li>• Coordinating marketing programs and operations capabilities (managing the full supply chain).</li> <li>• Matching demand and supply in the presence of vigilant competition.</li> <li>• Innovation management.</li> <li>• Fact-based analysis and decision making.</li> <li>• Developing and implementing business plans.</li> </ul> |
| Target Courses            | Business strategy, corporate strategy, general managership, and integrative enterprise management courses and executive education seminars where the whole course is built around the simulation experience.   |
| 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 simulations are targeted at small-large application contexts:

- 4-6 rounds with a small simulation: LINKS Enterprise Management Simulation.
- 6-9 rounds with a large simulation: LINKS Enterprise Management Simulation [Enriched Edition].
- 8-12 rounds with a very large ("extreme") simulation: xLINKS Enterprise Management Simulation [Extreme Edition].

Please contact Randy Chapman (Chapman@ChapmanRG.com) with any questions about the xLINKS Enterprise Management Simulation [Extreme Edition] and, specifically, with regard to questions about which LINKS enterprise management simulation(s) might be most appropriate in your application context.