

13

Sample LINKS Event Schedules

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November 22, 2011

In the spirit of "a picture being worth a thousand words," sample LINKS event schedules for introductory and advanced/elective course applications of LINKS enterprise management, marketing, services, and supply chain management simulations are displayed in this LINKS White Paper. Experienced LINKS instructors are the source of these sample LINKS event schedules.

Complete sample course syllabi and other course-design resources (e.g., PPTs and additional course-related LINKS exercises|activities) are accessible in the Instructor Resources section of the LINKS website (<http://www.LINKS-simulations.com>).

Sample LINKS Enterprise Management Simulations Event Schedules

	Mid-EMBA Course	Advanced MBA Course
LINKS Simulation and LINKS Instructor	LINKS Enterprise Management Simulation [Enriched Edition] Peter Dacin, Queen's University	xLINKS Enterprise Management Simulation [Extreme Edition] Pablo Rhi-Perez, University of Texas - Brownsville
Initialization and Advancement To Round #3 Special Details	Deactivate Product Development Input Web-Screen	Deactivate Generate Demand, Product Development, and Service Input Web-Screens
Round #4		Activate Generate Demand and Services Input Web-Screens For Use in Round #5
Round #5	Activate Product Development Input Web-Screen For Use in Round #6	Activate Product Development Input Web-Screen For Use in Round #6
Round #6	Activate Product #3 and Region #4 For Use in Round #7	Activate Product #3 and Region #4 For Use in Round #7
Round #7		Activate Product #4 as a Private-Label Brand For Use in Round #8
Round #8	Increase Raw Materials Costs By 50% Before Executing Round #8; Activate Immediate-Access Research Studies For Use in Round #8	Activate Region #5 For Use In Round #9
Round #9	Activate Product #4 For Use in Round #10	
Round #10		
Round #11		
Round #12	Concluding Double-Run	

Sample LINKS Marketing Simulations Event Schedules

	Introductory Undergrad Course	Advanced EMBA Course
LINKS Simulation and LINKS Instructor	LINKS Marketing Principles Simulation Vivian Chen Florida International University	LINKS Marketing Strategy Simulation Michael Song, University of Missouri - Kansas City
Initialization and Advancement To Round #3 Special Details	Use Standard Setup For LINKS Marketing Principles Simulation	Activate Plant Capacity Management Decisions, Research Studies #36 and #37, and Immediate-Access Marketing Research
Round #4		Set Launch Limit to 6 Per Firm and Reconfiguration Limit to 2 Per Firm For Use in Round #5
Round #5		Activate Product #3 For Use In Round #6
Round #6		Set Production Change Limits to 40,000 Per Firm For Use in Round #7
Round #7		Activate Product #4, Region #4, and an Additional Product Attribute ("Memory Disks") For Use in Round #8
Round #8		Before Executing Round #8, Set H&M Growth Rates in All Segments to 0.50 in Regions #1-#4.
Round #9		Before Executing Round #9, Set H&M Growth Rates in All Segments to 0.0 in Regions #1-#4.
Round #10		
Round #11		Concluding Double-Run

Sample LINKS Services Simulations Event Schedules

	Introductory MBA Marketing Course	MBA Elective Course
LINKS Simulation and LINKS Instructor	LINKS Services Marketing Simulation Nancy Stephens, Arizona State University	LINKS Services Management Simulation Goutam Chakraborty, University of Iowa
Initialization and Advancement To Round #3 Special Details	Activate Immediate-Access Research Studies	Deactivate Service Design Input Web-Screen
Round #4		Activate Service Design Input Web-Screen For Use in Round #5
Round #5		Activate Service #3 and Research Study #37 For Use in Round #6
Round #6	Activate Service #3 For Use in Round #7	Activate Region #4; Permit Two Service Reconfigurations For Use in Round #7
Round #7		Activate Service #4 and Region #5 For Use in Round #8
Round #8		
Round #9		Concluding Double-Run
Round #10	Concluding Double-Run	

Sample LINKS Supply Chain Management Simulations Event Schedules

	Introductory MBA Supply Chain Management Course	Undergraduate Elective Course
LINKS Simulation and LINKS Instructor	LINKS Supply Chain Management Fundamentals Simulation Terry Harrison, Pennsylvania State University	LINKS Supply Chain Management Simulation [Extended Edition] Laura Meade, Texas Christian University
Initialization and Advancement To Round #3 Special Details	Deactivate Procurement (Automate Procurement Decisions) and Generate Demand Input Web-Screens	Deactivate Generate Demand, Product Development, and Service Input Web-Screens
Round #4	Practice Round, Followed By LINKS Reset Back To Round #3	
Round #5	Activate Procurement Input Web-Screen For Use in Regular Round #5 [<i>1st Regular Round</i>]	Activate Generate Demand and Service Input Web-Screens For Use in Round #6
Round #6	Activate Generate Demand Input Web-Screen For Use in Regular Round #6 [<i>2nd Regular Round</i>]	
Round #7	<i>[3rd Regular Round]</i>	Activate Product Development Input Web-Screen For Use in Round #8
Round #8	<i>[4th Regular Round]</i>	Increase Raw Materials Costs By 50% Before Executing Round #8
Round #9		Activate Product #3 and Region #4 For Use in Round #10
Round #10		
Round #11		
Round #12		Concluding Double-Run