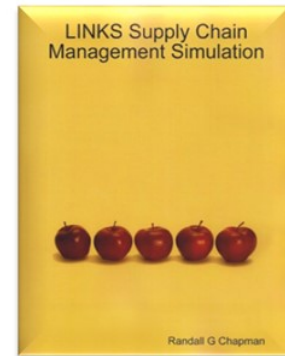*"I hear and I forget; I see and I remember; I do and I understand."* - Confucius

The LINKS Supply Chain Management Simulation is a sophisticated, team-based, competitive simulation. LINKS firms are classic build-to-plan 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 Supply Chain Management Simulation encompasses all major supply chain elements: suppliers, manufacturers, distributors, retailers, and end-users. LINKS firms are responsible for managing procurement (purchasing/sourcing), manufacturing, distribution and warehousing, transportation, customer service, and forecasting. To ensure that supply chain management is well positioned within enterprise-wide management considerations, firms are also responsible for high-level generate demand decisions, information technology, and research studies. Traditional financial statements, operating reports, and optional research studies provide an information-rich environment. LINKS includes various optional information enhancements (information technology and research studies).

Joe Blackburn (Vanderbilt University) describes the LINKS Supply Chain Management Simulation in these terms: *"Students experience the full range of decisions that supply chain managers make, from strategic decisions about supply chain structure to period-by-period tactical decisions. Students have the opportunity to actually manage a supply chain, make decisions, and receive rapid feedback on the results."*

Learning Emphases	• Exposure to all supply chain elements individually and to their interactions. • Balance and managing trade-offs in supply chains. • Experience competitive dynamics in an evolving marketplace. • Manage information flows and integrate information within supply chain management decision-making. • Enhance and encourage fact-based analysis and decision making. • Exposure to financial statements used in for-profit businesses.
Target Courses	Elective supply chain management, operations management, and logistics courses.
Simulation Administration	LINKS Simulations 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@LINKS-simulations.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 Supply Chain Management Fundamentals Simulation, the LINKS Supply Chain and Service Management Simulation, and the LINKS Supply Chain Management Simulation [Extended Edition] are, respectively, smaller, smaller, and larger versions of the LINKS Supply Chain Management Simulation