

How Does LINKS Work?

"The fight is won or lost far away from witnesses, behind the lines in the gym and out on the road, long before I dance under those lights." - Muhammad Ali

In LINKS, student teams assume management responsibility for an on-going business.

- LINKS Products Variants: LINKS "products" are set-top boxes, high-tech electronics products purchased by individual consumers for home use and by a wide range of businesses for office and manufacturing/operations environment uses. Fourth-generation set-top boxes include telephony applications (such as internet-based long-distance calling, interactive video conferencing, and interactive TV), local-area wireless networking, control/monitoring of a wide range of within-area electrical appliances, and basic virtual reality and teleportation enhancement capabilities.
- LINKS Services Variants: LINKS firms market and deliver "support services" (e.g., computing/IT support, financial management, health care, repair, or maintenance services) to household (consumer) and major accounts (business) customers through a direct sales channel in multiple market regions.

Each LINKS variant has a customized participant's manual available for downloading from the LINKS website (<http://www.LINKS-simulations.com>). However, rather than burden their students with downloading/printing the LINKS participant's manual from the LINKS website, instructors may prefer to download, print/photocopy, and distribute the manual to their students, perhaps as part of a coursepack or via campus bookstore sales.

Here's a summary of how LINKS works from the instructor and student viewpoints ("we" references Chapman and Associates):

1. Instructors embed LINKS into their courses, to a "modest" or "substantial" extent.
2. We create an instructor-specific webpage for your students to pay for LINKS (accessible via the "Pay For LINKS" link on the main LINKS webpage). Personal credit card payments are the norm, although institutional invoices are also possible.
3. Instructors and students download/print the LINKS participant's manual from the LINKS website.
4. Instructors create a LINKS game run schedule and we run the simulation for you according to your schedule. There's no software to download/install. Everything is web-based. You organize your student teams and send their e-mail addresses to us in a pre-formatted Excel spreadsheet.
5. Your students use the LINKS web server (LINKS Simulation Database) to retrieve their results and input new decisions throughout your LINKS event.
6. Instructors and students receive e-mail messages about the availability of new results after each game run is uploaded to the LINKS website.
7. Instructors are "firm 0" in a LINKS industry and an industry-specific instructor passcode accesses all game administrator reports as well as all team reports. Each LINKS firm (student team) has its own team-specific passcode that team members use to access their inputs and results on the LINKS Simulation Database.

Instructors coach their student teams throughout a LINKS event. We provide on-going instructor support throughout LINKS events. With remote administration of LINKS, we run the simulation for you. Thus, instructors can fully concentrate on their teaching efforts without worrying about simulation administration logistics.