

What Do Students Say About LINKS?

"The journey is the reward." - Steve Jobs, Apple Computer Founder

Past participants/students have described LINKS in the following terms:

- *"Far and away the most useful, effective, grueling, and fun educational experience I've ever encountered."*
- *"Fabulous course! I found the job interviewers were fascinated with the kinds of problems we were asked to solve. Especially the organizational problems. What do you do with the free-loader? How do you handle the good friend who tries hard but really doesn't perform? The study group is the most 'real world' thing you will do here."*
- *"I really enjoyed and learned a lot from working through LINKS and how it reflects business decisions, challenges, and trade-offs that we encounter every day in our real life."*
- *"It's a lot of fun, almost infectious when things are going well, and it is a complete nightmare (and equally infectious) when things are going badly."*
- *"I thought the game was very good. It wasn't just a simulation, though, because it certainly stimulated emotions of anger, resentment, frustrations, and pride and sense of achievement."*
- *"The course was extremely worthwhile. In particular, it teaches humility and how to bear up under pressure."*
- *"This is the real world, fraught with real world workloads, satisfactions, and frustrations."*
- *"This is, beyond a doubt, the most exciting course I've ever taken. It brought everything I've ever been exposed to into play, and gave me a lot of insight into my own temperament."*
- *"I want to thank you for providing an AWESOME service and a valuable learning experience. I see immediate application in the military framework and after I get out. Again, thanks for a great opportunity to learn, all the best for the future."*
- *"The amount you could get out of it was a direct function of what was put into it."*
- *"This course requires long hours, and much perseverance. It is addictive and emotionally straining. It is all consuming. Little time is left for all other aspects of one's life. The pace is extremely hectic. Nonetheless, this ranks among the very best experiences available here. I learned more in this one course than I typically do in a whole term. This included a sense for real-world applications of theories, how the various marketing mix variables affect sales results, and the usefulness of marketing research information. For a person who, like me, has relatively little work experience, a simulated game course provides a more useful experience than a case study course, because one has to live with his own decisions and their consequences. I believe this is extremely beneficial. I recommend this course wholeheartedly to anyone who is willing to work in order to learn a lot."*
- *"While focused on supply chain management, LINKS covered every step from product development to distribution and marketing. I really enjoyed it and learned much about the interaction of business model components and the importance of strategic planning."*
- *"It was fun to test my learnings in a safe environment."*
- *"Thorough, demanding, realistic, and 'real-life' simulation."*
- *"The best part was the closeness to real-world situations. The business environment in the real world is impartial; it does not forgive errors and it rewards success handsomely. The simulation replicated this effectively."*
- *"The full interaction of the supply chain was an eye-opener and, as a buyer, I have a new appreciation for my suppliers' challenges."*

What Do LINKS Instructors Say About LINKS?

"LINKS provides students with an opportunity to analyze customers and competitors across distinct regions/segments in a dynamic, realistic, competitive marketing environment. This simulation gives students experience in a competitive marketing environment and can be used in a number of ways to assess their ability to implement various strategic marketing concepts and frameworks. There are no other tools available to faculty that accomplish these objectives. Exams, assignments, and cases are all deficient in this regard because they do not hold students accountable for the consequences of their decisions in a dynamic, longitudinal, and competitive environment. Similar to real life experience, students may learn in an iterative process of research, analysis, decision-making, and feedback across multiple events."

Jeff Thieme, University of Memphis

"My MBAs love the LINKS Supply Chain Management Simulation. More importantly, it gave them an opportunity to apply different business and operations management strategies to drive firm performance and get feedback almost in real time. Having firm #6 (an inert, unmanaged firm with no decision changes throughout the LINKS event) was also a great benchmarking tool to demonstrate that these strategies would result in better performance over the longer term."

Eric Jack, University of Alabama at Birmingham

"I picked LINKS because it was the closest thing to reality that was out there. Participants are faced with making decisions that have interaction effects and one of the keys to doing well is to understand how one decision interacts with others and impacts the other processes that are being managed. LINKS gives you a sense of the overall complexity of managing an entire supply chain from the perspective of one firm in the chain."

Brooke Saladin, Wake Forest University

"LINKS is over. For me, it was a great experience. The success was enormous. Students love it and their involvement was fantastic."

Eduardo Leite, EGP (Portugal)

"I love using this simulation in my class. I wish I could teach every class in this type of interactive environment. It's by far one of the most useful tools these students experience during their undergrad and graduate careers. I really can't praise your work enough. Thanks!"

Kyle Huggins, Union University

"LINKS is going very well and the format (five weeks for people to get used to the tool and then six weekly rounds) was also very successful. Students are enjoying the exercise (although some of them get a bit stressed out sometimes - well, welcome to the reality of SCM!) and I think they are learning a lot. LINKS is 100% plausible and excellent as a supplement to the instructional sessions, readings, and international case analyses in my course."

Henrique Correa, Rollins College

"Many thanks to you for your assistance and encouragement during my first run of the LINKS Supply Chain Management Simulation. The students learned a tremendous amount and all of them found it fun, yet challenging and complex."

Peggy Lee, Pennsylvania State University - Great Valley

"Thanks for the LINKS experience last term. Students had a great learning experience. The online immediate-access research, instructor support, and results delivery made operations a much more relaxed experience for me as a faculty user and I could concentrate on the teaching of the course and linkages with the simulation."

G. Shainesh, Indian Institute of Management Bangalore