
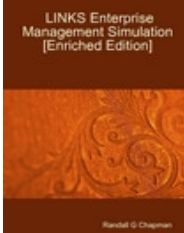
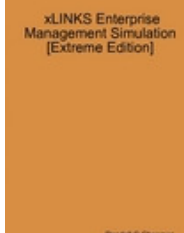




**Which LINKS?  
Enterprise  
Management**

 <b>LINKS Enterprise Management Simulation</b>	 <b>LINKS Enterprise Management Simulation [Enriched Edition]</b>	 <b>xLINKS Enterprise Management Simulation [Extreme Edition]</b>
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Learning Emphases	Managing the whole enterprise for long-run profitability: - Strategy selection, planning, and execution. - Managing risk and uncertainty in a dynamic marketplace. - Matching demand and supply in the presence of vigilant competition. - Coordinating marketing programs and operations capabilities. - Innovation management. - Fact-based analysis and decision making. - Developing and implementing business plans.		
Target Courses	Business strategy, corporate strategy, general managership, and integrative enterprise management courses and executive education seminars where a sophisticated simulation experience is desired, as part of a larger set of course activities.		And, where the whole course is built around the simulation experience.
Simulation Size	"Small"	"Medium"	"Large" [Extreme]
Typical Rounds	5-6	6-8	10-12
Time Per Round (hours)	1.5 to 2 hours	2 to 3 hours	4 to 6 hours
Industries	4-6 firms per LINKS industry; teams of 3-5 students.  Minimum of 2 and maximum of 8 firms per LINKS industry; multiple, independent LINKS industries are used for larger-sized classes.		
Cost Per Student	\$30	\$45	\$60



In academic degree-granting programs, \$30, \$45, and \$60 per student simulations include a maximum of 6, 9, and 12 rounds, respectively. Extra rounds cost \$3 per student per extra round.

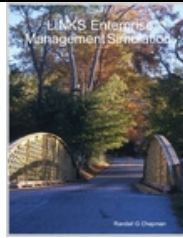


Separate pricing exists for corporate education/training programs and for university-based open-enrollment executive education programs

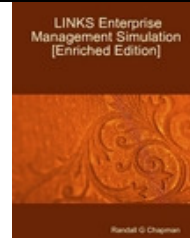


Current and potential LINKS instructors are invited to contact Randy Chapman ([Chapman@LINKS-simulations.com](mailto:Chapman@LINKS-simulations.com)), the LINKS author, to discuss the LINKS simulation variant that may be most appropriate for their instructional application.

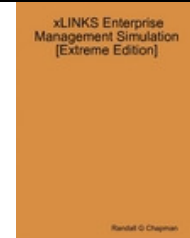
# LINKS Enterprise Management Simulations



LINKS Enterprise Management Simulation



LINKS Enterprise Management Simulation [Enriched Edition]



xLINKS Enterprise Management Simulation [Extreme Edition]

<b>Initialization Conditions and Market Structure</b>			
- Categories	1 [H]	1 [H]	2 [H&M]
- Retail Channel	✓	✓	✓
- Direct/E-Commerce Channel		✓	✓
- Major Accounts Channel			✓
<b>Product Development Decisions</b>			
- Product Configuration	✓	✓	✓
- R&D Spending		✓	✓
<b>Procurement Decisions</b>			
- Raw Materials Management			✓
- Sub-Assembly Components Management			✓
<b>Manufacturing Decisions</b>			
- Production	✓	✓	✓
- Emergency Production Limit	✓	✓	✓
- Production Volume Flexibility			✓
- Plant Capacity Management		✓	✓
<b>Distribution and Transportation Decisions</b>			
- Distribution			✓
- Transportation			✓
<b>Service Decisions</b>			
- CSR Salary		✓	✓
- CSR Hiring/Firing		✓	✓
- CSR Experienced Hiring		✓	✓
- Service Operations		✓	✓
- Service Outsourcing	✓	✓	✓
- CSR Time Allocations To Products		✓	✓
<b>Generate Demand Decisions</b>			
- Price	✓	✓	✓
- Marketing Spending	✓	✓	✓
- Marketing Mix Allocation			✓
- Positioning			✓
- Credit Financing		✓	✓
<b>Forecasting Decisions</b>			
- Short-Term Forecasts	✓	✓	✓
- Long-Term and Gross Margin Forecasts			✓
<b>Information Technology Decisions</b>			
- Decision Options			✓
<b>Other Decisions</b>			
- Firm Name	✓	✓	✓
- Supplemental Dividends		✓	✓
- Loans (2-Quarter and 4-Quarter)		✓	✓
<b>Research Studies</b>			
- # of Research Studies	11	23	33