

LINKS Services Management Simulation

LINKS Train-The-Trainer Seminar



March 30-April 1, 2010

The next LINKS Train-The-Trainer Seminar for the LINKS Services Management Simulation is scheduled for March 30-April 1, 2010. Randy Chapman, a LINKS SM co-author, will work with interested faculty and advanced doctoral students in distance-learning mode to show how the LINKS services simulations can be effectively incorporated into their introductory and elective Services Management, Services Marketing, and Services Operations Management courses.

Event Format: This is a three-day, distance-learning event with five one-hour teleconferences and a four-round simulation event scheduled over the three days. There will be morning and afternoon teleconferences on March 30 and 31, with a concluding teleconference on April 1.

- March 30 AM: Decision 1 due. Teleconference topic – introduction.
- March 30 PM: Decision 2 due. Teleconference topic – faculty roles in simulation events.
- March 31 AM: Decision 3 due. Teleconference topic – simulation customization.
- March 31 PM: Decision 4 due. Teleconference topic – performance diagnosis/evaluation.
- April 1 AM: Teleconference topic – simulation logistics.

The LINKS Train-The-Trainer Seminar is offered in “intensive” distance-learning mode, where participants devote 5-6 hours per day to LINKS activities during the three days of the event. Participants read the LINKS participant’s manual prior to March 30.

Costs: This distance-learning seminar is free to faculty and advanced doctoral students, although you or your institution incur long-distance phone charges to participate in the daily teleconferences.

Registration: Contact Randy Chapman (Chapman@LINKS-simulations.com). In your e-mail correspondence, please identify your university/college affiliation, the course titles/names in which you contemplate using LINKS, and which LINKS simulations variant you wish to work with during the four-round simulation event included in the LINKS Train-The-Trainer Seminar.

Faculty and advanced doctoral students normally participate as single-person teams in this LINKS “exploratory journey.” Multiple faculty and advanced doctoral students from the same institution are welcome to participate together in their own team. Please sign up early!

Questions: Please contact Randy Chapman (Chapman@LINKS-simulations.com).

About the LINKS Simulation: The LINKS Services Management Simulation engages students in all aspects of services management (human resources management, marketing management, and service operations management). For more information about LINKS, please access the LINKS website: <http://www.LINKS-simulations.com>

About the Seminar: The LINKS Services Management Simulation is competitive by design. However, no winners are designated in this distance-learning seminar and no records are kept of teams’ performance. This is an opportunity for exploration, immersion, and learning; it’s about learning, not about competitive performance.