



Concept Assessment

A New Idea for Assessment

Business Education is made up of Core Concepts. Business Simulations provide tools to assess learning in these critical areas.

Business programs are required to assess student learning outcomes and use the results for improvement. One way to break down the desired outcomes is to segment learning into core concepts. These core concepts need to be reinforced throughout the curriculum and tested for learning and application. Our Mini-Sims provide the tools to do **concept assessment**. Tracking student scores can provide a learning profile for each student as they progress through the curriculum.

Listed below are some sample core concepts and the simulations that might be used to apply these concepts. The Mower Sim, for example, is a simple simulation of an everyday business activity that can be used to apply profit determination. It is designed for an introductory business student and can be used to test their concept knowledge before and after playing the simulation.

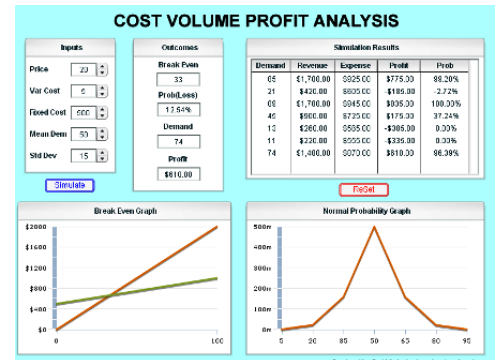
The CVPA (Cost-Volume-Profit-Analysis) Sim can be used in a Quantitative Analysis or Micro Economics class to explore supply-demand-price relationships and review the normal distribution. It also applies break even analysis, another important business concept.

Sample Core Concepts

1. Profit determination
2. Supply and Demand
3. Productivity
4. Financial Statements
5. Cash Management
6. Organization Structures
7. Marketing Four P's
8. Labor Issues
9. Ethics
10. Functional Integration

Simulations that Apply

1. Mower Sim
2. CVPA Sim
3. BusSim Operations
4. Financial Sim
5. BusSim Finance
- 6.
7. BusSim Marketing
8. BusSim Human Resource
- 9.
10. BusSim Enterprise



BusSim Business Simulations

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