

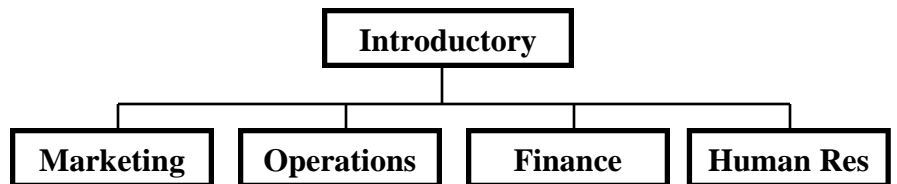


# Web Based Business Simulations

## An Integrated Business Instruction System

BusSim Web is a compilation of five business simulations and companion cases that allow the business student to apply business decision making to a single organization. The programs are divided into two levels as shown. The first level is designed to introduce the underclassman to several simplified business decision variables. The second level programs are much more detailed and designed to accompany functional core business classes.

By using a common simulation process and maintaining a familiar business environment (case), the user will be able to focus on decision making; thereby increasing their ability to integrate the effect of changes in the decision variables to the business operation. These Web Based Editions play in your browser connected to the Internet. They can be played multiple times seeking to evaluate each successive set of decisions.



**BusSim Introductory Business Simulation (Web Edition)**

**Current Decisions**

Price (\$): 28  
 Marketing (\$000): 100  
 Quality (\$000): 100  
 Technology (\$000): 100  
 Incentives (\$000): 100  
 Dividend (\$000): 0  
 T-Bill Invest (\$000): 0  
 Loan Pay (\$000): 0  
 Production (\$000): 120

**Current Outcomes**

Demand: 103,931  
 Sales: 104,789  
 Inventory: 15,211  
 Profit: \$34,527  
 Cash: \$0  
 Return-on-Sales: 1.16%  
 Debt/Equity: 77.74%  
 Stock Price: \$9.48

**Industry Averages**

Quarter	Price	Marketing	Quality	Technology	Incentives	Sales	Profit	StockPrice
1	\$30.89	\$203,289	\$174,629	\$155,208	\$122,960	\$7,646	\$0	\$9.95

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**BusSim Finance Business Simulation (Web Edition)**

**Current Decisions**

Price (\$): 28  
 Marketing (\$000): 100  
 Technology (\$000): 100  
 Incentives (\$000): 100  
 Pay Increase (%): 0  
 Production (\$000): 120  
 Rlt Order (\$000): 120

**Borrowing Decisions**

LOC (\$000): 0  
 Note Pay (\$000): 0  
 Mortgage (\$000): 0  
 Sell Stock (\$000): 0

**Investing Decisions**

T-Bill (\$000): 0  
 CD (\$000): 0  
 T-Bond (\$000): 0  
 Buy Stock (\$000): 0  
 Dividend (\$000): 0  
 Loan Pay (\$000): 0

**Expansion Decisions**

Rlt Engineer: 0  
 Build New (GtS): 0  
 Equip (\$000): 0

**Current Outcomes**

Production: 105,934  
 Sales: 105,934  
 FO Inventory: 0  
 Rlt Inventory: 14,566  
 Capacity: 150,000  
 Profit: \$24,955  
 Cash: \$96,008  
 Credit Limit: \$4,046,916  
 Stock Price: \$9.29

**Industry Averages**

Quarter	Price	Marketing	Technology	Incentives	Sales	Revenue	Profit	StockPrice
1	\$32.44	\$183,831	\$144,568	\$121,301	103,176	\$6,325	\$3,146,529	\$162,031

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**BusSim Marketing Business Simulation (Web Edition)**

**Current Decisions**

Advertising (\$000): 100  
 Promotion (\$000): 100  
 Quality (\$000): 100  
 R and D (\$000): 100  
 Expansion (\$000): 0  
 Loan Pay (\$000): 0  
 T-Bill (\$000): 0

**Optional Decisions**

Advertising Media: Distribution  
 Product Pricing: Sales Reps  
 Market Research

**Current Outcomes**

Demand: 210,552  
 Sales: 205,821  
 Production: 240,000  
 FO Inventory: 34,379  
 Capacity: 250,000  
 Profit: \$215,746  
 Delivery: \$7.68%  
 Market Share: 9.84%

**Industry Averages**

Quarter	Advertising	Promotion	Quality	RandD	Expansion	Production	Sales	Revenue	Profit
1	\$166,857	\$130,824	\$152,862	\$126,976	0	222,000	208,949	\$6,819,191	\$610,718

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**BusSim Operations Business Simulation (Web Edition)**

**Current Decisions**

Maintenance (\$000): 20  
 Quality Control (\$000): 50  
 Technology (\$000): 50  
 Fabric (Rolls): 480  
 Tubes (000): 60  
 Hardware (000): 100

**Scheduling Decisions**

Fabrication (RtK): Assembly (RtK)  
 Cutting: 160  
 Strapping: 160  
 Framing: 160

**Current Outcomes**

Demand: 51,729  
 Production: 37,172  
 FO Inventory: 0  
 Backorder: 11,557  
 Delivery (%): 77%  
 Prod Cost: \$20.61

**Inventory Report**

Month	Fabric	Hardware	Tubes	Pieces	Straps	Frames	OutdoorPak	SchoolPak
1	0	4,841	2,400	23,028	0	13,527	0	32,450

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**BusSim Human Resource Business Simulation (Web Edition)**

**Budget Decisions**

Bonuses (\$000): 0  
 Training (\$000): 0  
 Health/Safety (\$000): 0  
 Emp Relations (\$000): 0

**Optional Decisions**

Compensation: Employee Change  
 Manager Selection: Worker Selection  
 Recruiting: Development

**Current Outcomes**

Morale: 60%  
 Productivity: 67%  
 Turnover: 0%  
 Delivery: 73%  
 HR Cost: 94%  
 Effectiveness: 100%

**Employee Data**

Num	Type	Title	Senior	Rating	Morale	Perf	Pay	Bonus	Age	Race	Sex	Marital	Edu
1	Executive	Pres	15	10	100	100%	\$100,000	\$0	54	W	M	M	M
2	Executive	VP	15	10	100	100%	\$80,000	\$0	53	W	M	M	B
3	Executive	VP	15	10	100	100%	\$80,000	\$0	52	W	M	M	B
4	Executive	VP	15	10	100	100%	\$80,000	\$0	51	W	M	M	A
5	Manager	Office	12	9	90	90%	\$50,000	\$0	48	W	F	M	B
6	Manager	Sales	8	9	90	90%	\$60,000	\$0	47	W	M	M	B
7	Manager	Oper	10	8	90	90%	\$70,000	\$0	46	W	M	M	B
8	Specialist	HR	6	7	80	80%	\$50,000	\$0	42	W	F	M	B
9	Specialist	Fin	5	6	80	80%	\$49,500	\$0	41	W	M	M	B
10	Specialist	Mkt	4	6	80	80%	\$49,000	\$0	40	W	M	M	D

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## BusSim Business Simulations

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