UNIVERSITÀ DEGLI STUDI DI UDINE
hic sunt futura

The Business game

CPU Center za poslovno usposabljanje

Gospodarska zbornica Slovenije

RCDI

ZDZ
ZAKŁAD DOSKONALENIA ZAWODOWEGO w KIELCACH

İSTEK OKULLARI

3E-LEARNING

ENTREPRENEURIAL E-LEARNING EXPERIENCE FOR TRAINING SECONDARY SCHOOLS STUDENTS

Erasmus+

3E-LEARNING

Co-funded by the European Union

What is a Business game?

Business Games are **interactive business simulations** that place participants in the position of **managing a company** or an organization.

Participants are divided into teams. They must **make decisions**, **tackle challenges**, and **compete** with other teams.

Business Games are used in multiple sectors, including economics, management, marketing, and finance. Their use helps participants bridge theory with practice and **develop real-world skills**.

3E-LEARNING Business Game
is structured into two different parts

GAME 01

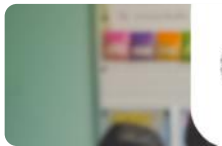
From concept to market

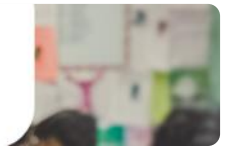
In this first game you are involved in the structuring of an effective business

GAME 02

Run your start-up!

In this second game you can run your own start-up, reading the market information and making operational decisions to make your business successful





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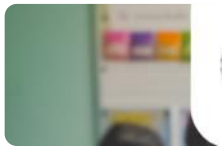
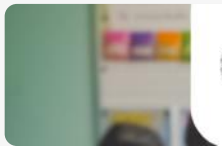


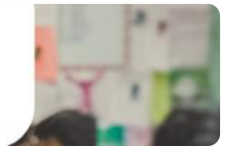
GAME 01 – From concept to market

01 Introduction to **Digital Entrepreneurship**

02 Help us to make a **business idea** concrete!

03 Let's look at the **results**!





G 01 | Step 01: Introduction to “Digital Entrepreneurship”

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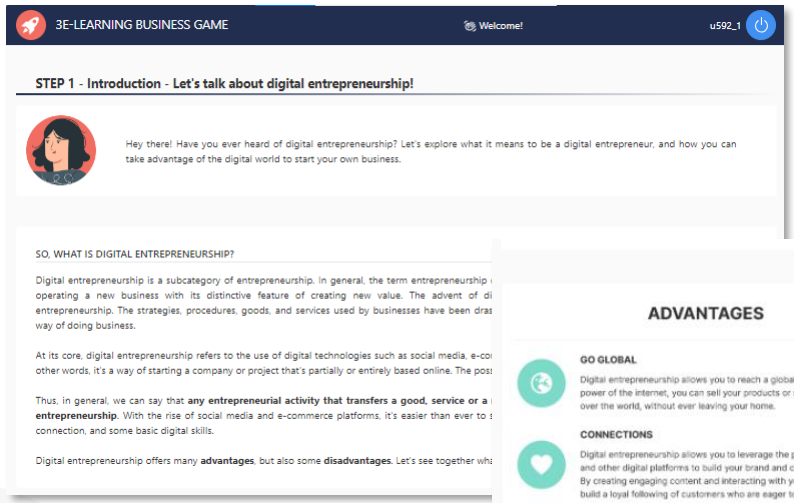
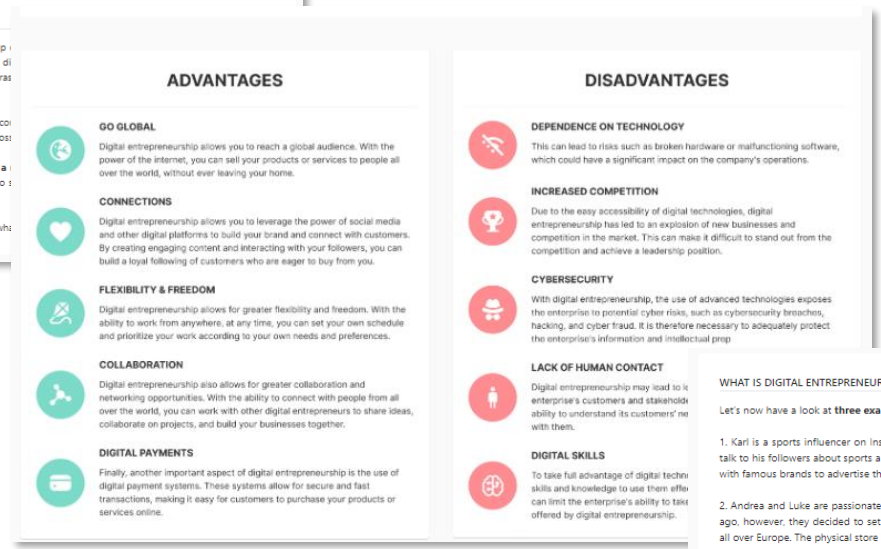
01

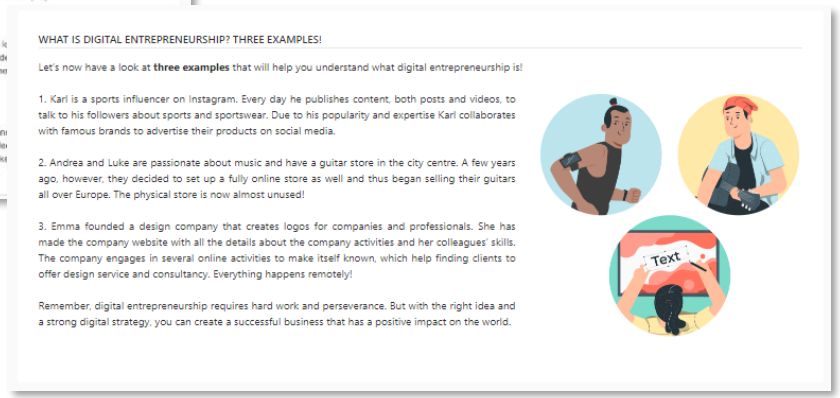


A brief description of the **digital entrepreneurship** and of the characteristics of a **digital entrepreneur**



Advantages and **Disadvantages** of the digital entrepreneurship

Some examples of **Digital Entrepreneurs**



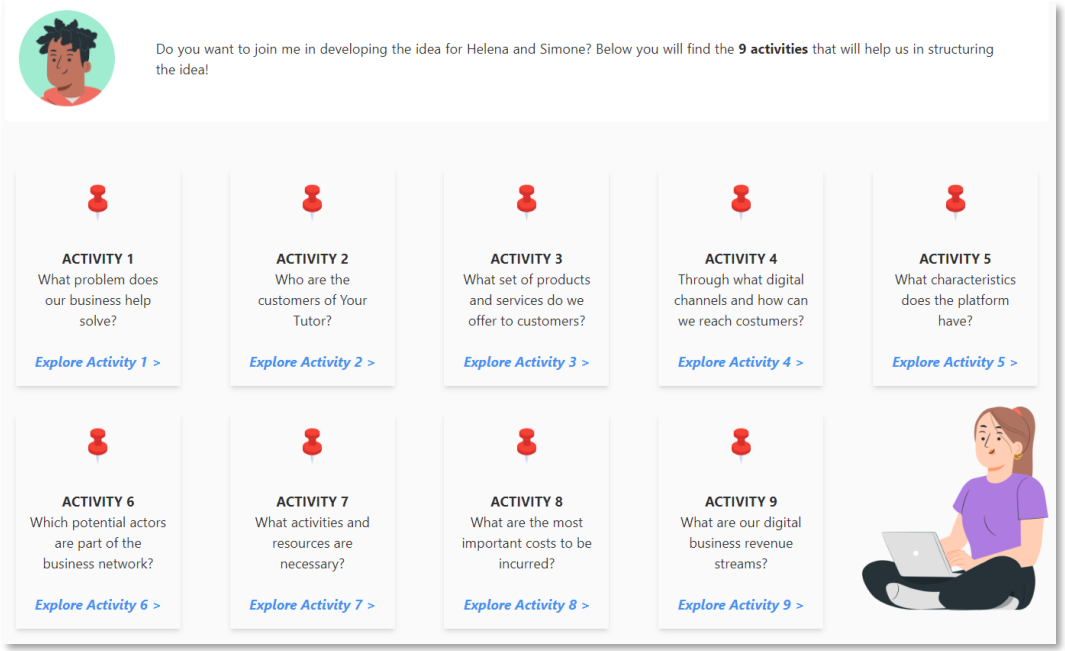
G 01 | Step 02: Help us to make a business idea concrete!

02

Description

- Helena, Andrea e Simone, the protagonists of our story, have a business idea they would really like to turn into reality, but they don't know exactly what to do. **Will you help them?**

- Transitioning from having an idea to making it a reality isn't always easy. However, when it comes to creating a startup, there are steps to follow for better results.



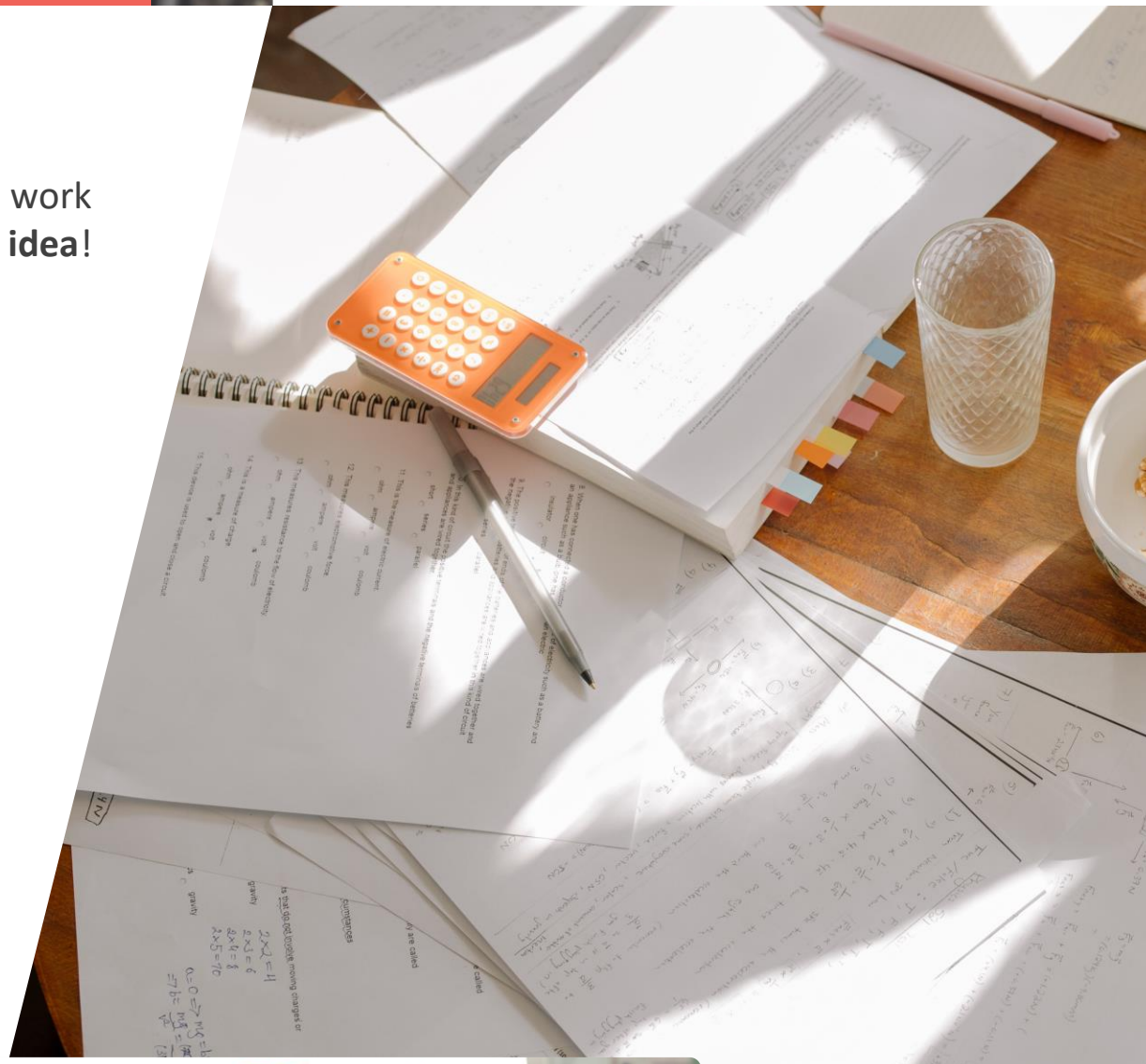
Help us follow all the nine steps and **make our idea a reality**!

G 01 | Step 03: Let's look at the results!

03

Description

In this step you will download the synthesis of your work and a useful template to create **your own business idea**!



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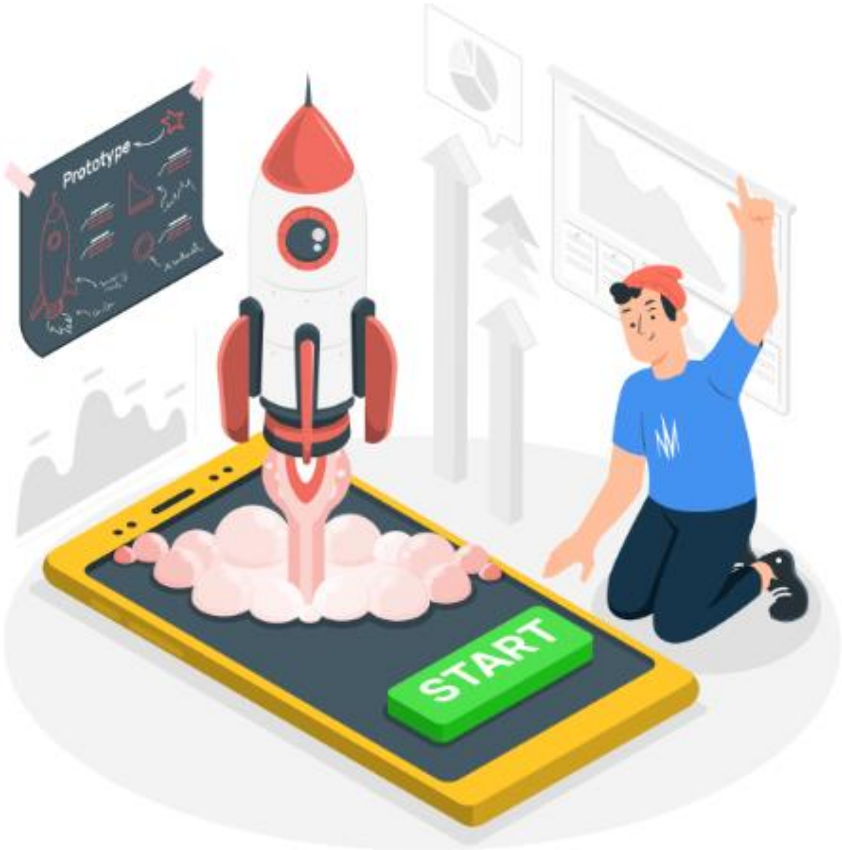
GAME 02 - Run your start-up!

Description

In this game you must **read market information** and, consequently, **make operational decisions** to make your business successful

All the decisions you take generates **impacts** on your business. The impacts will be visible and highlighted on the platform.

All your decisions generates also a **score**! This is a competition, try to reach the highest position in the ranking!



GAME 02 - Run your start-up!

Data

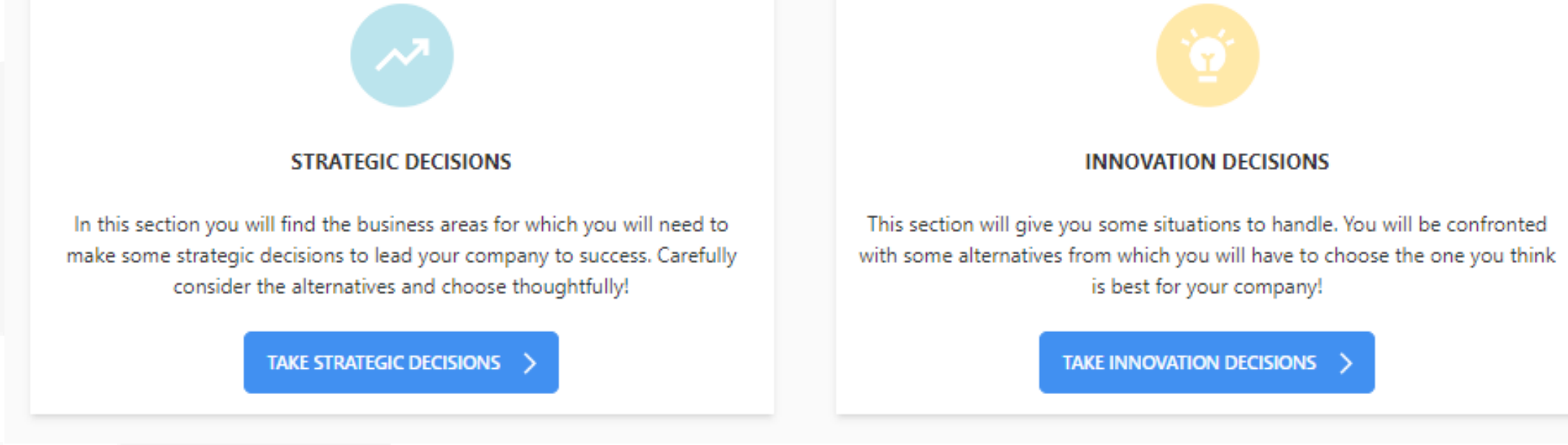
Starting the game 2 you will receive the **context** and some **historical numbers** in three areas: Financial statement, Digital marketing and Platform

Financial Statement	
Indicator	**Y1**
Subscriptions' revenue	81.000
Lessons' revenue	856.800
Videos' revenue	5.600
TOTAL revenue	941.000
Tutor commission's costs	685.440
Platform costs	58.800
Digital marketing costs	39.000
HR costs	140.000
Other costs	6.000
TOTAL costs	928.440
Profit	12.560

GAME 02 - Run your start-up!

Decisions

In this game you must **read market information** and, consequently, **make operational decisions** to make your business successful



GAME 02 - Run your start-up!

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STRATEGIC DECISIONS

Market Information of the current year	Value
Average Price per Hour of Lesson (in EUR)	17€
Average Monthly subscription price (in EUR)	8€
Average digital platform Commission per lesson (%)	20%
Average Tutor's earnings per 100 views/video (in EUR)	1,2€
Price per single video (in EUR)	4€
Number of high school students in the country	4.000.000
Numbers of high school students that are getting tutoring (30% of the total)	1.200.000
Numbers of high school students that willing to get online tutoring (10% of the total)	120.000

Strategic decisions will require you to know some **market information**: for example, market size and what competitors are doing

FINANCE AREA

Monthly subscription price (in EUR)

0

Price per single video (in EUR)

0

DIGITAL MARKETING AREA

Community Building

Do you want to build a Tutors Community?

- ○ Build a tutor community with part-time staff [medium cost].
- ○ Build a tutor community with full-time staff [high cost].
- ○ Do not build a tutor community [no costs].

Decisions are the presented as different options organized in three areas: **Finance, Digital marketing and Platform**

PLATFORM MANAGEMENT AREA

Payment Methods

- ☐ Digital payment methods (e.g., PayPal, Satispay, Google Pay, Apple Pay) [medium cost]
- ☐ Bank transfer [low cost]
- ☐ Credit cards [medium cost]

GAME 02 - Run your start-up!

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INNOVATION DECISIONS

Innovation decisions - YEAR 1

In a young and small company, choosing your collaborators is extremely important. I would like to ask for your support in deciding which of our departments to strengthen by hiring a new team member. Which area do you think would be most beneficial to expand?

I believe that at this moment, having someone to support us in the administration-finance area is the most crucial thing.

I believe that the marketing department is the most important, and therefore having an additional resource could allow us to grow more rapidly.

I believe that having an additional resource working full-time on platform development will enhance the experience for our users.

Innovation decision are presented as different **situation you are asked to handle**.

GAME 02 - Run your start-up!

Check the data entered and make sure you have answered all the questions. When you are ready to advance to the next period, click on the button below!

NEXT PERIOD

After taking all the decisions it is possible to **save and move forward** to the following period.

GAME 02 - Run your start-up!

Financial Statement	
Indicator	**Y1**
Subscriptions' revenue	81.000
Lessons' revenue	856.800
Videos' revenue	5.600
TOTAL revenue	941.000
Tutor commission's costs	685.440
Platform costs	58.800
Digital marketing costs	39.000
HR costs	140.000
Other costs	6.000
TOTAL costs	928.440
Profit	12.560

Financial Statement		
Indicator	**Y1**	**Y2**
Subscriptions' revenue	81.000	39.420
Lessons' revenue	856.800	275.940
Videos' revenue	5.600	4.380
TOTAL revenue	941.000	319.740
Tutor commission's costs	685.440	273.181
Platform costs	58.800	58.800
Digital marketing costs	39.000	39.000
HR costs	140.000	170.000
Other costs	6.000	6.000
TOTAL costs	928.440	547.026
Profit	12.560	-227.286

Total score

500

After save platform gives you **new data and a score**. Those numbers are calculated taking in consideration the take decisions.

This process has to been repeat for **three game period**.

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