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THE  
BUSINESS  
game

CPU  
Center za poslovno  
usposabljanje

Gospodarska  
zbornica  
Slovenije

FCDI  
REDE DE COMPETÊNCIAS  
PARA O DESENVOLVIMENTO  
E A INOVAÇÃO

ZDZ  
ZAKŁAD  
DOSKONALENIA  
ZAWODOWEGO  
W KIELCACH

ISTEK  
OKULLARI

# 3E-LEARNING

ENTREPRENEURIAL E-LEARNING EXPERIENCE  
FOR TRAINING SECONDARY SCHOOLS STUDENTS



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# What is a Business game?



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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**.



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



### GAME 01

#### From concept to market

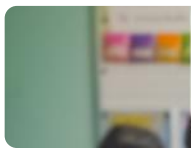
*In this first game you are involved in the structuring of an effective business*



### 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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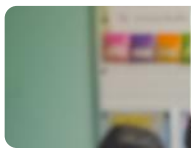
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01

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”

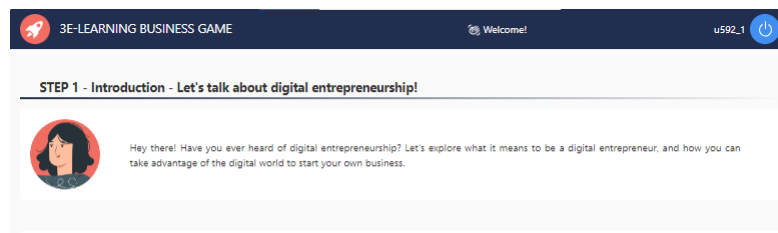


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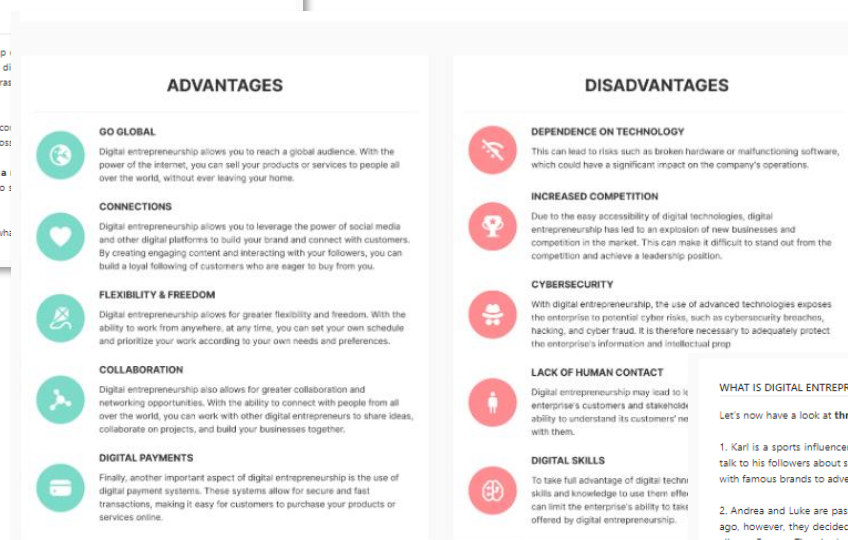
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01



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

### WHAT IS DIGITAL ENTREPRENEURSHIP? THREE EXAMPLES!

Let's now have a look at **three examples** that will help you understand what digital entrepreneurship is!

1. Karl is a sports influencer on Instagram. Every day he publishes content, both posts and videos, to talk to his followers about sports and sportswear. Due to his popularity and expertise Karl collaborates with famous brands to advertise their products on social media.
2. Andrea and Luke are passionate about music and have a guitar store in the city centre. A few years ago, however, they decided to set up a fully online store as well and thus began selling their guitars all over Europe. The physical store is now almost unused!
3. Emma founded a design company that creates logos for companies and professionals. She has made the company website with all the details about the company activities and her colleagues' skills. The company engages in several online activities to make itself known, which help finding clients to offer design service and consultancy. Everything happens remotely!

Remember, digital entrepreneurship requires hard work and perseverance. But with the right idea and a strong digital strategy, you can create a successful business that has a positive impact on the world.



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## 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.



Do you want to join me in developing the idea for Helena and Simone? Below you will find the **9 activities** that will help us in structuring the idea!



#### ACTIVITY 1

What problem does our business help solve?

[Explore Activity 1 >](#)



#### ACTIVITY 2

Who are the customers of Your Tutor?

[Explore Activity 2 >](#)



#### ACTIVITY 3

What set of products and services do we offer to customers?

[Explore Activity 3 >](#)



#### ACTIVITY 4

Through what digital channels and how can we reach costumers?

[Explore Activity 4 >](#)



#### ACTIVITY 5

What characteristics does the platform have?

[Explore Activity 5 >](#)



#### ACTIVITY 6

Which potential actors are part of the business network?

[Explore Activity 6 >](#)



#### ACTIVITY 7

What activities and resources are necessary?

[Explore Activity 7 >](#)



#### ACTIVITY 8

What are the most important costs to be incurred?

[Explore Activity 8 >](#)



#### ACTIVITY 9

What are our digital business revenue streams?

[Explore Activity 9 >](#)



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





## 03

### Description

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





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



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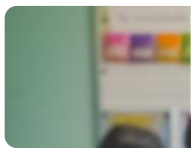
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# GAME 02 - Run your start-up!

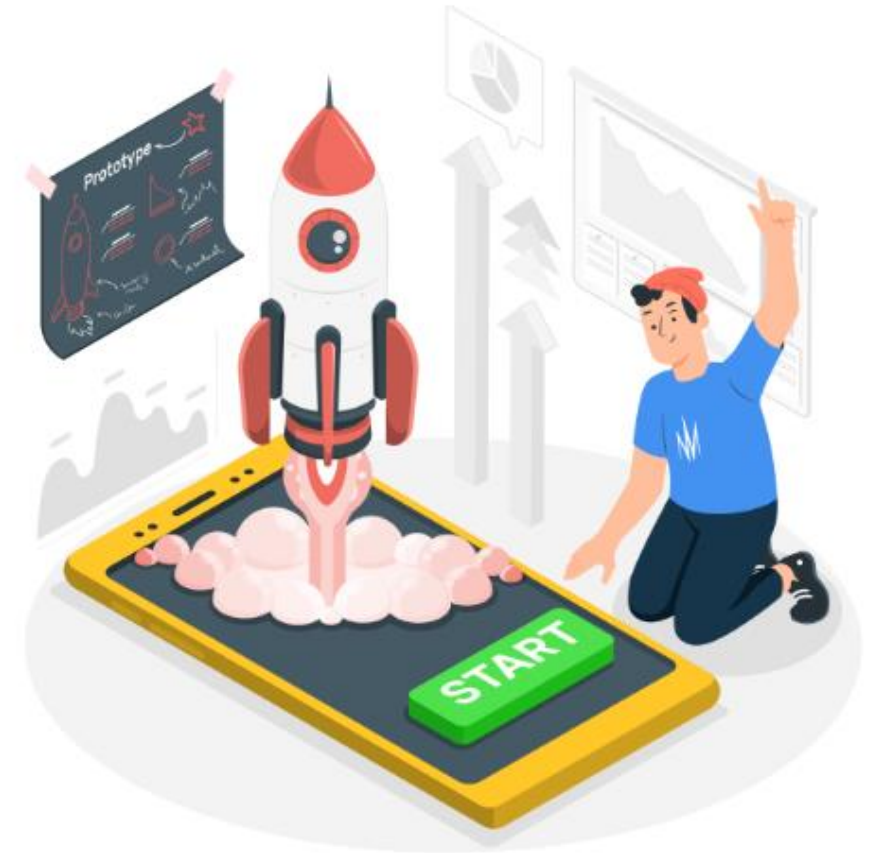


## Description

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!



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## 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
<b>TOTAL revenue</b>	<b>941.000</b>
Tutor commission's costs	685.440
Platform costs	58.800
Digital marketing costs	39.000
HR costs	140.000
Other costs	6.000
<b>TOTAL costs</b>	<b>928.440</b>
Profit	12.560



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# 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



### STRATEGIC DECISIONS

In this section you will find the business areas for which you will need to make some strategic decisions to lead your company to success. Carefully consider the alternatives and choose thoughtfully!

TAKE STRATEGIC DECISIONS >



### INNOVATION DECISIONS

This section will give you some situations to handle. You will be confronted with some alternatives from which you will have to choose the one you think is best for your company!

TAKE INNOVATION DECISIONS >



# 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)  

Price per single video (in EUR)  

## 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]



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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.**



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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.



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Digital marketing costs	39.000
HR costs	140.000
Other costs	6.000
<b>TOTAL costs</b>	<b>928.440</b>
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
<b>TOTAL revenue</b>	<b>941.000</b>	<b>319.740</b>
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
<b>TOTAL costs</b>	<b>928.440</b>	<b>547.026</b>
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 be repeated for **three game period**.





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