

SCOPE AND LIMITATIONS

Business simulators have the fundamental objective of carrying out the practice of business management, which takes place within a competitive environment, in which various companies manage their resources to achieve positive results over time, and for this it is necessary that information is collected from both the micro and macro business environment.

The simulators facilitate the application of the acquired knowledge and at the same time allow the acquisition of new knowledge, which have the purpose of generating in the participants the ability to design strategies for achieving business objectives in the short, medium and long term, adapting to a market constantly evolving due to competition.

The use of simulation offers the opportunity to experience the creation of virtual companies, under the security of a digital computer, and away from financial risks, in addition to stimulating skills, competences and autonomy in the participants, in addition to encouraging innovation, leadership, and the effective administration of resources, including time and mastery of computer tools.

Business simulation does not only imply the realization of a model with control and governance parameters, but also employs a certain logic of cause and effect, which has an impact on the decisions made, and for which there are games in real time that allow to perform operational functions and on the other hand the process games, which help to carry out the analysis of decisions.

Management simulators also promote discovery learning, making recreations of real work situations in which both strategic decisions and day-to-day operational decisions are made. to carry out the simulation.

SCOPE AND LIMITATIONS

Limitations and challenges of Business Simulation.

Business simulation has certain limitations, for example, that a certain mastery of the use of hardware and software is required, and that a deviation from reality may occur according to the age and technological conditions of the users.

Another limitation of the use of simulators is regarding the availability of resources, the high costs of technology, and the systems that involve its acquisition, possible technical problems, preparation time, setting with the simulator and the possible lack of information for its application. In addition, it can also be said that a business simulator has the ability to imitate reality, but cannot fully reproduce reality.

In Latin America, especially in Mexico, the use of simulation is not very frequent, due to the economic difficulties in acquiring simulation software, as well as the lack of interest, investment or knowledge in new technologies.

It is of utmost importance to incorporate these new technologies even when it is a challenge, the training of people through them must be a permanent process in order for individuals to be trained according to technological changes and the demands of the business sector, reforming the way traditional training is carried out, so that the use of technology becomes a driver of skills and autonomy with a medium and long-term vision.

SCOPE AND LIMITATIONS

Referencias

Vásquez, C., Fajardo, L. (2017): *La simulación de negocios como una herramienta de aprendizaje empresarial para desarrollar la competitividad*, *Revista Atlante: Cuadernos de Educación y Desarrollo*. Recuperado de

<http://www.eumed.net/rev/atlante/2017/10/simulacion-negocios-aprendizaje.html>

Cuellar, D., Gomez, D., Urrego, J. (2016) *La simulación como estrategia de aprendizaje financiero para el contexto laboral: estado de la cuestión*. Recuperado de

<http://revistas.sena.edu.co/index.php/finn/article/view/334/355>