

APPLICATION OF BUSINESS SIMULATION

Business simulation models are useful tools in the process of learning skills and knowledge, since they allow virtual recreations of real scenarios in business with the resolution of the participants who have the opportunity to be participants in the taking of decisions in the business management process.

The simulation in the business environment constitutes a space for the creation of concepts, the elaboration of observations and the resolution of problems within a complex system that simulates the real world, since it is a computer tool that reproduces a phenomenon through a model that helps predict business behavior over time.

Due to the advancement of business learning processes, business simulators have emerged as a specialized software programs that allow participants to recreate the different environments of a company and can apply the knowledge in a practical way.

Business simulators can be used in some business schools, later they are used for different types of companies, where an environment composed of situations that simulate business situations very similar to reality is generated. The objective of these simulators is to put business management into practice, within a competitive environment, through which different companies manage their resources to achieve better results in a given time, and to make this practice possible, it is provided to participants necessary information from the business environment; allowing them to apply previous knowledge or acquire new ones, and giving them the ability to create strategies to achieve the company's objectives in the short, medium and long term, adapting an increasingly competitive market.

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The main advantage of applying business simulation models is that they allow companies to be created in a virtual environment, under a computer security environment, and without taking financial risks, in addition to stimulating the participant different competences and skills useful in the decision-making process, as well as other skills such as innovative initiative, leadership, effective resource management, and collaborative work.

Business simulation models offer a wide variety of applications within organizations, some of these are:

- Costs reduction
- Development of analysis methods to solve problems
- Staff training
- Calculate budgets
- Analyze investment alternatives
- Calculate cash flows
- Product promotion
- Organize jobs, etc.

To recognize when it is necessary to use simulation in business, the following considerations must be taken into account:

The situation under study is complex, that many variables and components interact in it.

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The relationships between the variables are not linear

The simulation model has random variables

You want to get an animated view of the results through the simulation model.

Despite the fact that simulation is considered an excellent tool to observe the behavior of systems, it is necessary to consider some factors that could be negative, for example:

The simulation project can consume too much time

The simulation requires a lot of data

The data obtained through the simulation is misinterpreted.

Some technical and human factors can be left aside.

Validating the simulation model can be very complicated.

Referencias

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