



BUSINESS SIMULATION

INTRODUCTION TO THE UNIT 4

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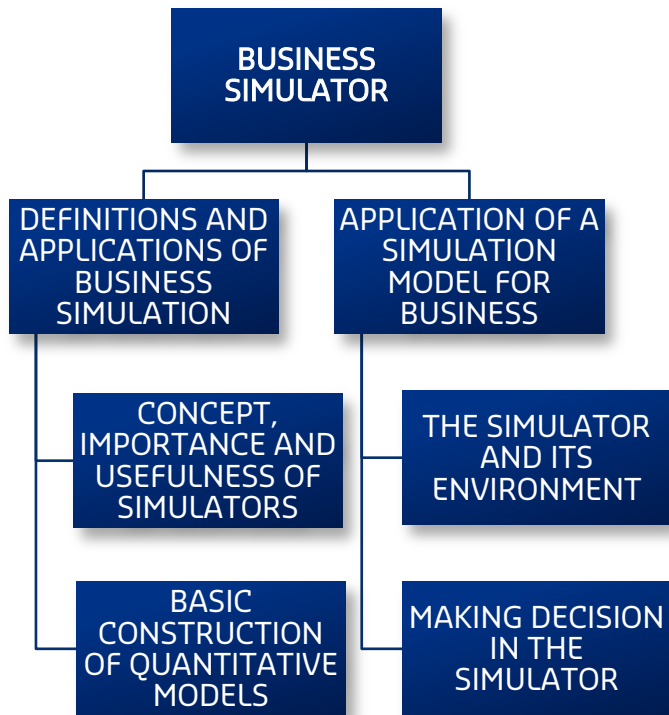
Simulation is a source of experimental learning, through which participants are exposed to an interactive and realistic environment that does not represent risks and allows them to practice various business skills, including financial, market, and operations analysis, as well as making decisions, solving problems, and mainly collaborating as a team to achieve it, in addition to developing communication, managerial and leadership skills.

PURPOSE OF THE UNIT

The student will learn the concept of business simulation and the importance, use and application of a simulation model for business. The student will carry out exercises and activities that allow him to learn in a practical way.

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CONTENT MAP



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EVALUATION OF UNIT 4

EVALUATION	POINTS
ACTIVITY MENTAL MAP: CHARACTERISTICS OF BUSINESS SIMULATION	3
ACTIVITY SYNOPTIC TABLE MODEL OF SIMULATION	3
ACTIVITY THE DECISION-MAKING PROCESS	3
ACTIVITY APPLICATION OF A SIMULATION MODEL OF BUSINESS	2
ACTIVITY DEFINITIONS AND APPLICATIONS OF BUSINESS SIMULATION	2
UNIT EVALUATION	7
TOTAL	20

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ACTIVITIES OF UNIT 4

TOPIC	SUBTOPIC	ACTIVITY
Definitions and applications of business simulation	Concept, importance, and usefulness of simulators	Activity Mental map: characteristics of business simulation
Definitions and applications of business simulation	Basic construction of quantitative models	Activity Synoptic table model of simulation
		Activity Definitions and Applications of Bussines Simulations
Application of a simulation model of business	Making decision in the simulator	Activity The decision-making process
		Activity Application of a Simulation Model of Business