

# METHODS OF OPERATION OF BUSINESS SIMULATORS

The tasks and activities that can be performed in a business simulator are the following:

## **Team formation**

In each team, the participants organize themselves to divide the tasks, where each of them will play the role of manager in a specific area: marketing, sales, etc., and there will also be a general manager who will coordinate the team's activities.

## **Decision making**

In each simulation session, participants have the opportunity to make a series of decisions corresponding to the moment of the game.

## **Information processing**

Within the simulator, decisions are recorded in a respective format, and are delivered to the director, who transfers the information to the simulator where decisions are processed together.

## **Results**

At the end of the game, the computer releases a results report where it exposes the financial and operational situation of the company, the conditions of the environment and the market as well as an economic report.

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## Control and Diagnosis

Through the reports generated by the simulator, control and management diagnostics can be carried out, in order to establish the corrections for the following future periods.

## Management report

It consists of the final stage, where the game participants prepare a management report for the shareholders' meeting, which is represented by the other participants and the game director.

Referencia

Diaz, M., Marquez, J.(2016) *La incidencia de los simuladores de negocios y su relación con la toma de decisiones. [The incidence of business simulators and their relationship with decision making]*  
<http://192.188.52.94/bitstream/3317/5509/1/T-UCSG-PRE-ECO-ADM-247.pdf>