

UTILITY OF THE SIMULATORS

One of the main purposes of simulators is that they serve as a tool to develop entrepreneurial skills such as management and decision-making in the participants, through different scenarios that simulate reality, but are free of real risks.

The simulators serve to create environments that facilitate experimentation, critical thinking, practice, and risk taking, in addition to allowing corrective measures to be applied, when necessary, they can be used in different areas such as computing, medicine, schools and in companies.

The application of simulation in companies promotes learning and business practice at different levels, allowing the training of professionals in different areas such as marketing, operations, finance, information systems, accounting, etc. Allowing the integration of different areas to create a more real and effective experience and in turn promote teamwork.

Next, let's see a list of utilities that simulation can have within a company:

- Offer a market vision in the medium and long term.
- Develop strategies, market segmentation and positioning.
- Analyze the life cycle of products
- Make important decisions regarding pricing, points of sale, marketing and finance.
- Analyze expenses and operating costs
- Make decisions regarding staff, etc.

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The advantage of using simulation is that it facilitates the learning of administrative sciences through a practical context, allowing understanding of the concepts and problems that lead to effective decision-making.

Some of the characteristics that the business simulation has are:

- It is a modern teaching process
- It is a didactic tool that fosters the interest and motivation of the participants.
- Allows learning of the business administration process
- Allows you to apply the strategic planning process
- It presents the company as a whole, integrating at the same time the different areas of it.
- It allows the analysis of information from reports, to compare the before and after of decision making.
- Helps decision-making in situations of risk and uncertainty
- Enables teamwork
- It allows to analyze macro and microeconomic factors
- Participants gain experience in a reality-like environment.
- It allows a global vision of competitive businesses in a changing environment.

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Simulators have a variety of purposes within the company, here are some of them.

Guide and train new employees

Simulation is used to give new personnel the experience in a previous way, without risking capital loss due to wrong decisions, this is important since managers must be able to make decisions and be able to solve problems.

Evaluate current administrators

The simulation can also be used to carry out an evaluation of the current staff, which must have managerial skills, the decisions made in the simulator can demonstrate their knowledge and deficiencies in order to make the decision to train them in what is required.

Develop management training programs for current employees.

Through simulation, continuous learning programs can also be created to implement managerial development, which is useful to improve skills in decision-making, in the practice of strategies and in the acquisition of knowledge in the administrative area.

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]*
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