
U-Start Business Game

Cos'è un Business Game?

Un Business Game è un ambiente **competitivo** simulato sufficientemente **aderente alla realtà**, che immerge i giocatori in un contesto aziendale **virtuale** in cui devono prendere alcune **decisioni manageriali**.



Metodologia formativa



Come funziona il gioco?

- 1 Si ragiona sulle scelte operative e strategiche



Come funziona il gioco?

- 1 Si inseriscono le decisioni
- 2
- 3 Si visualizzano e analizzano i risultati



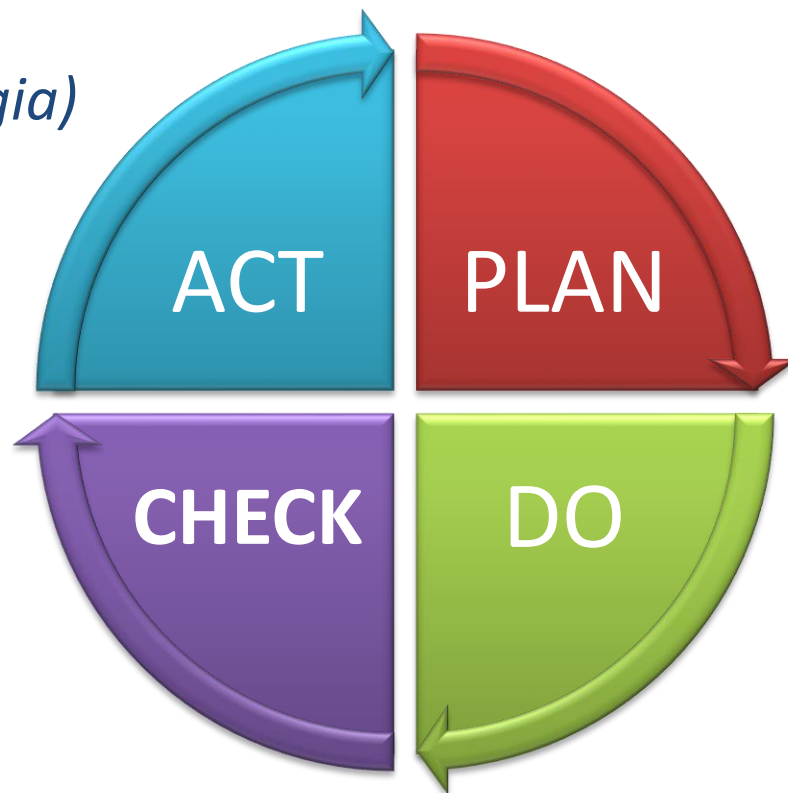
Il circolo virtuoso

● **PLAN** (*ragionamento sulla strategia*)

● **DO** (*inserimento leve operative*)

● **CHECK** (*analisi dei risultati*)

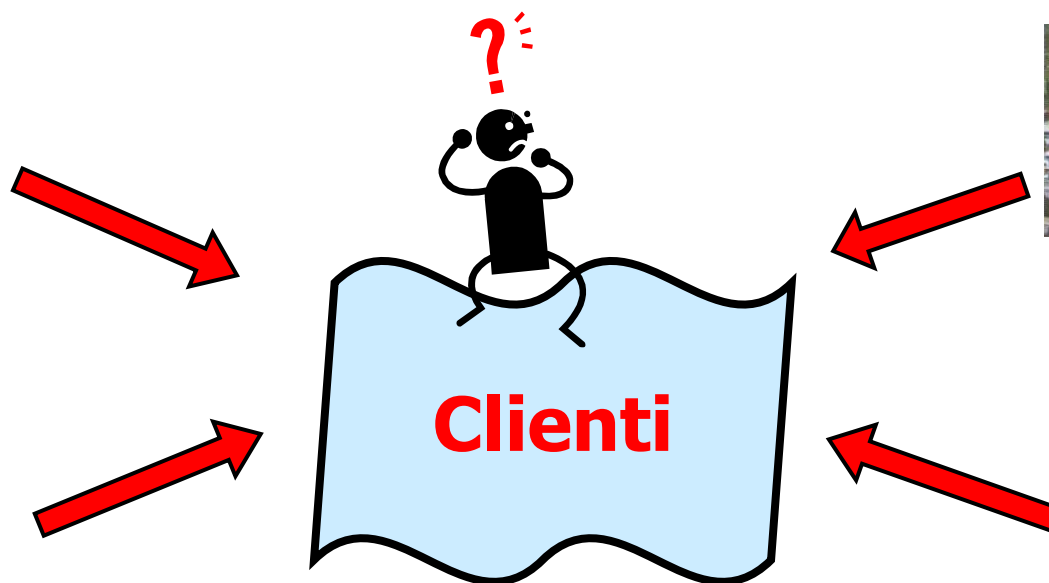
● **ACT** (*avvio delle azioni correttive*)



L'ambiente competitivo

Ambiente competitivo del TBG

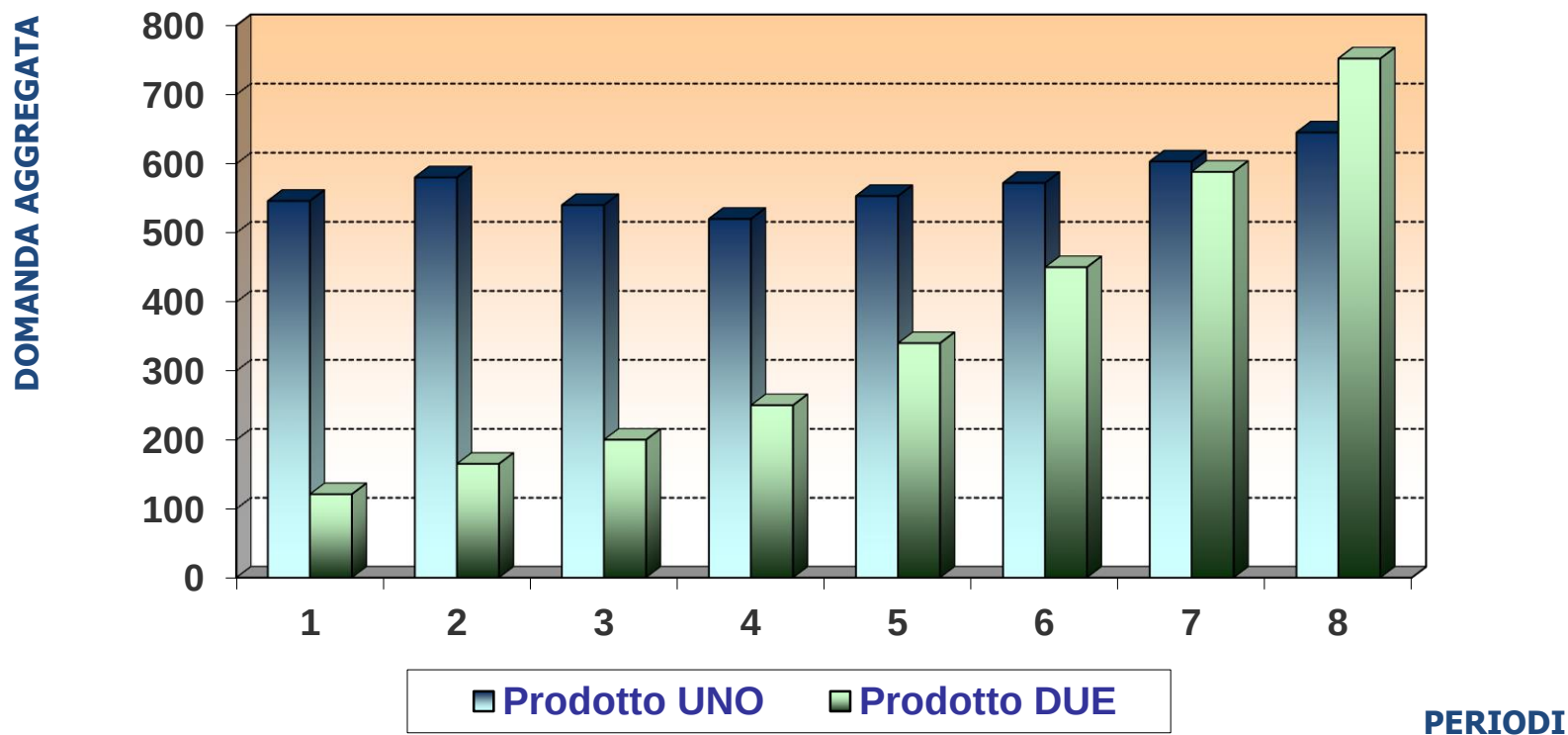
- Il mercato sarà costituito dalle vostre **aziende**
- Le aziende producono 2 beni
- Tutte le aziende vendono questi due prodotti nello stesso mercato
- **No potenziali entranti e no prodotti sostitutivi**



Domanda di mercato

- la **domanda** di mercato è definita autonomamente dal software in base ad *algoritmi pseudo-casuali*, in grado di fornire andamenti estremamente differenti
- gli algoritmi di determinazione della domanda tengono in considerazione in particolare due parametri: ***trend*** e ***stagionalità***

Andamento della domanda

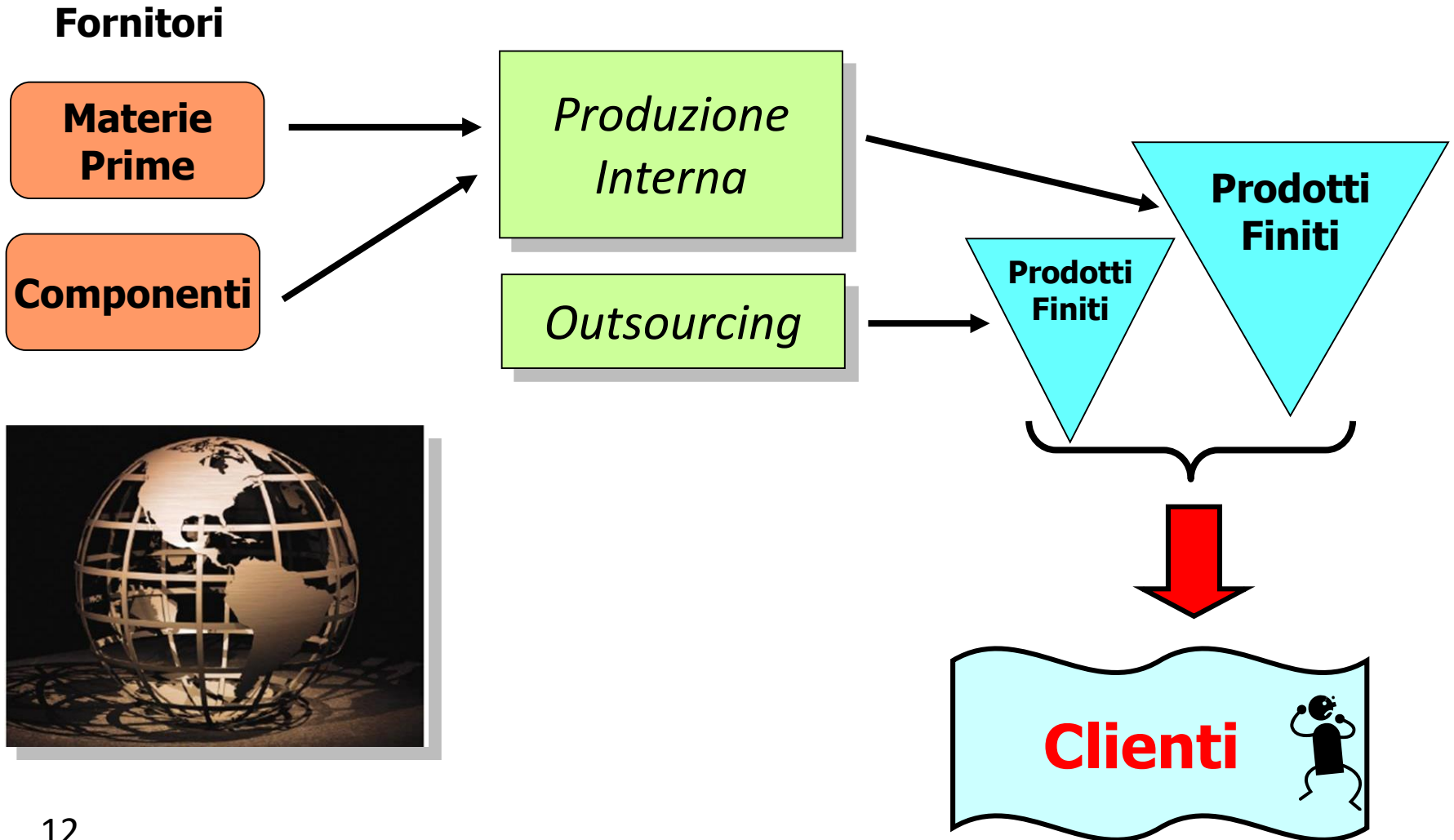


- il mercato del PRODOTTO UNO è *saturo*
- il mercato del PRODOTTO DUE è *in forte espansione*

Il rapporto qualità-prezzo (RQP)

- Rappresenta la sintesi dell'opinione del cliente nei confronti dei prodotti offerti dall'azienda (**livello concorrenziale**) ed è determinato anche dal comportamento dei concorrenti
- **Determina la quota di mercato (QM)** dell'azienda, poiché i pezzi venduti sono proporzionali al RQP
- Il RQP si definisce come la **somma pesata delle tre prestazioni esterne** (ciò che “vede” il cliente):
 - Il **prodotto** offerto
 - Il **servizio** offerto
 - Il **prezzo** di vendita

Supply Chain



Iscrizione e accesso al gioco da parte degli studenti

PIATTAFORMA DI REGISTRAZIONE



1° Step – Registrazione

Registrati | Password dimenticata



e-mail

password

Login



2° Step – Inserire il codice del corso



simone.magrin@thebusinessgame.it



Change personal data



User's Home



Crea Demo



Gioca partita Demo

Welcome to U-Start Business Game

Enter course code

If your teacher has given you an activation code enter it here

Code:

Enter



3° Step – Accedere al torneo



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 [Change personal data](#)

 [User's Home](#)

 [Crea Demo](#)

 [Gioca partita Demo](#)

Welcome to U-Start Business Game

From here you can challenge your classmates

Enter



4° Step – Fondare la propria azienda virtuale...



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Logout



User's Home



Crea Demo



Gioca partita Demo

Tournament of your course

To participate in the tournament is necessary to form a team (the maximum number of components will be reported by the teacher). Initially you can choose whether to create a team or accept an invitation from a student who has created a team.

The day after the close of entries, you can enter the tournament *through the leader home page*

Course Information

Registration end date: 11/4/15

Tournament Name: Prova per vedere nome_torneo

Team Area

In this area you can create your own team or accept an invitation from a colleague. If your classmate has invited, the invitation will appear at the bottom of this page.

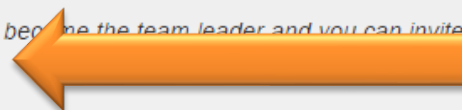
Create your own Company

By entering the name of your company and pressing 'creates business' you will become the team leader and you can invite your colleagues.

Only english characters: a-z A-Z 0-9 _ -

Insert Team's Name

Create your own Company



...e invitare i propri compagni a farne parte

Register now

During registration is still possible to modify the characteristics of your company

Invite your friends

Invite

Email Address

Invite

Attraverso il loro indirizzo email

Through NickName

Invite

Nick name

Invite

Attraverso il loro Nickname

o

Pending Invitations

Below are the invitations you sent, awaiting response. To cancel an invitation click on the button.

O attendere l'invito di un compagno

Team Area

In this area you can create your own team or accept an invitation from a colleague. If your classmate has invited, the invitation will appear at the bottom of this page.

Create your own Company

By entering the name of your company and pressing 'creates business' you will become the team leader and you can invite your colleagues.

Only english characters: a-z A-Z 0-9 _ -

Insert Team's Name

Create your own Company

Accept an invitation

As an alternative to the creation of a company you can accept an invitation from a colleague.

Invitations received

Invitation received from	Leader	Action
Zzzzzzzzz	Zzzzzzzzz	✓ Accept

Creazione di una partita di prova

Creazione di una partita di prova



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 Change personal data

 User's Home

 Crea Demo

 Gioca partita Demo

Creation of a demo game

Nome partita:

Scenario:

elettronico ▼

Ok

Scegliere un nome per la partita



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 User's Home

 Crea Demo

 Gioca partita Demo

Creation of a demo game



Nome partita:

Scenario:

elettronico ▼

Ok

Scegliere lo scenario



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User's Home



Crea Demo



Gioca partita Demo

Creation of a demo game



Nome partita:

Scenario:

elettronico ▼

Ok

Giocare ad una partita di prova

Giocare ad una partita di prova



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User's Home



Crea Demo



Gioca partita Demo

Creation of a demo game

Nome partita:

Scenario:

elettronico ▼

Ok

Giocare ad una partita di prova

Load your demo Games

Load Demo Games

Giochi Demo che hai creato

Nome Partita	Periodi Totali	Periodi Giocati	Accesso
	8	1	Accedi
Prova	8	1	Accedi



Piattaforma di gioco

1° Scenario – Electronical Devices

Telefoni Cellulari

Company **Company_0**

Period 1 / 8

Logout

Home

Parameters

Market Analysis

Decisions

Competitors

Previous decisions

Results

Financial statement

Summary of the effects

Game menu

Here you can manage your company according to the scenario description in the manual that you can download here:



Manual



Manuale



Guia



Handbuch



Manual



Priručnik

The game will last for 8 periods.

Use the above **menu** to navigate through the game

Home

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Summary of Last Quarter

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Voci del menu: Parametri

PRODUCTION PARAMETERS

FINANCIAL PARAMETERS

HUMAN RESOURCES PARAMETERS

The playing conditions are the yardsticks of your decisions, both in terms of ranking both for the interest by customers on your products.

PRODUCTION PARAMETERS



Data	Quantity
Minimum number of workers on a machine	10
Hours per shift [8 hh x 20 dd x 3 mm]	480
Maximum overtime [%]	50
Storage capacity [pcs]	95,000
Cost of new machine [€]	1,500,000 €
Number of machines at start-up	15
Production capacity of a Machine [pcs/hour]	21
Minimum maintenance for machine [hours]	50
Depreciation of machine [years]	10
Maintenance cost per hour [€]	9,500 €

FUNDAMENTAL PARAMETERS TO EVALUATE MANUFACTURING COSTS AND TO SCALE PLANT, RESOURCES AND STOCKS

Voci del menu: Analisi di Mercato

MARKET ANALYSIS

On this page you can find the market demand expected for the next quarter. This value allows you to make hypotheses regarding the formulation of your budget every quarter.

[Market Trends](#)[Market Forecast](#)

Demand Forecast for Nokia (next quarter)



439,904 [pcs]

Demand Forecast for Samsung (next quarter)



627,147 [pcs]

Voci del menu: Decisioni

Strategic Decisions

Marketing



Decisions

Production



Decisions

Procurement



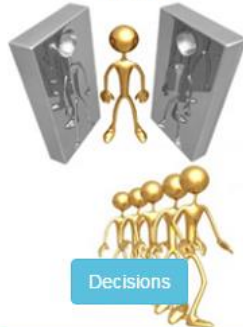
Decisions

Finance



Decisions

R & D



Decisions

Distribution



Decisions

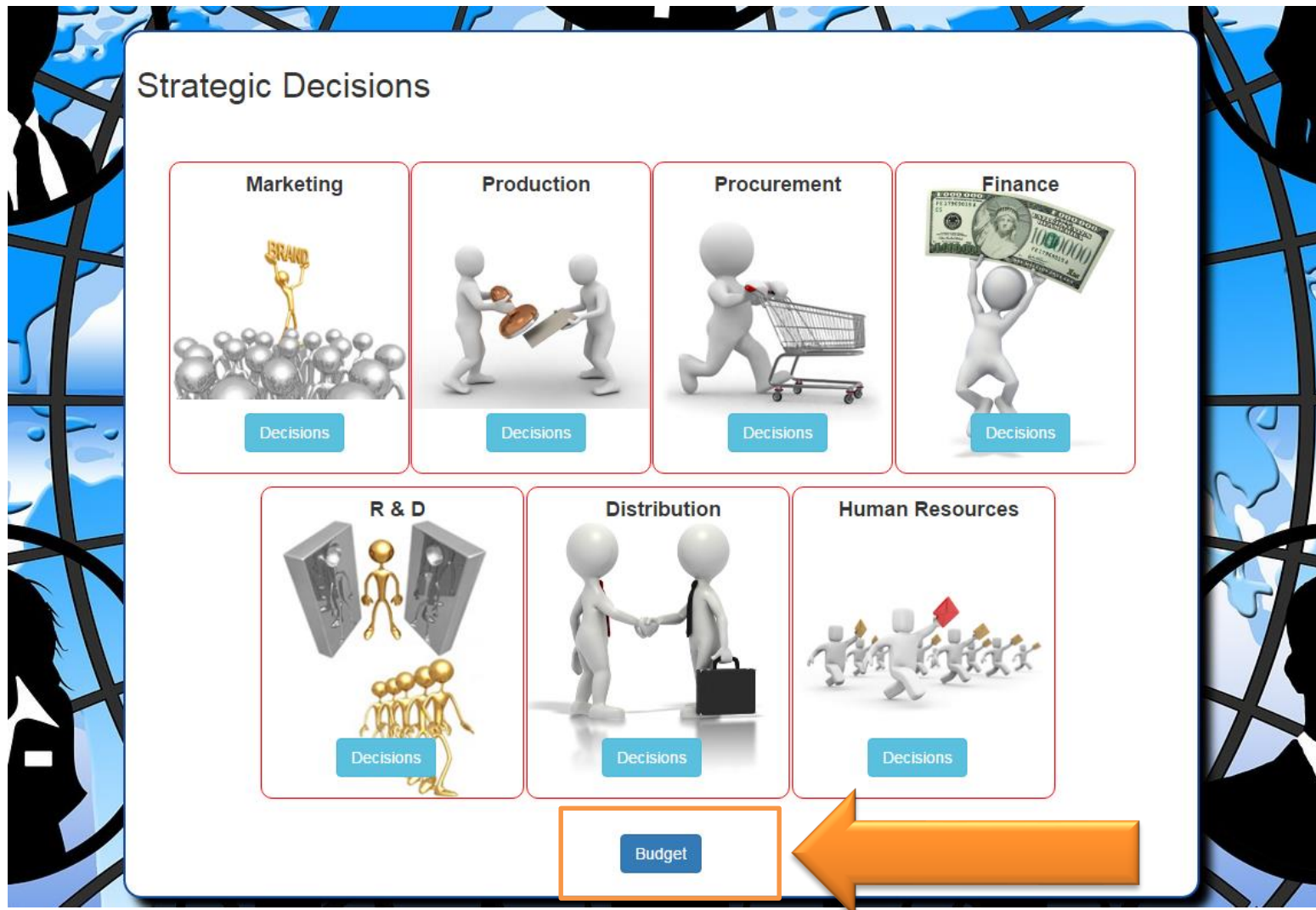
Human Resources



Decisions

Budget

Pulsante Budget per simulare i risultati attesi



Risultati attesi

Expected Results

Human Resources

Total employees	300
Level of specialization	0.36
Permanent Employees	130
Temporary Employees	170



The data are based on the decisions made by the user

Production Plant

Max production [pcs/hour]	315
Number of machines	15
Total production	146,821
Hours of activity	996
Machines Efficiency	0.6
Employees Efficiency	0.58
Completeness of shifts [%]	100.0
Total Production Sungung	90,160
Outsourcing Production Sungung	23,375
Internal Production Sungung	66,785
Total Production Nokia	56,661
Outsourcing Production Nokia	14,690
Internal Production Nokia	41,971



The data are based on the decisions made by the user



Voci del menu: Competitors

Competitors

On this page there are some strategic decisions inserted by your competitors in the current turn



Company_0

Number of shifts:	2
New permanent contracts:	0
New temporary contracts:	170
Sungung	
Price:	200
Sold products:	80,000
Nokkia	
Price:	150
Sold products:	50,000

Company_1

Number of shifts:	2
New permanent contracts:	0
New temporary contracts:	170
Sungung	
Price:	200
Sold products:	80,000
Nokkia	
Price:	150
Sold products:	50,000

Company_2

Voci del menu: Risultati



Results

Level of ecological carefulness

Level of ecological carefulness 

Cumulated Carefulness



Last Period Carefulness



Level of Investments



Financial Results

Market Result

Trend in the product PQR

Trend in the pricing strategy

Bilancio

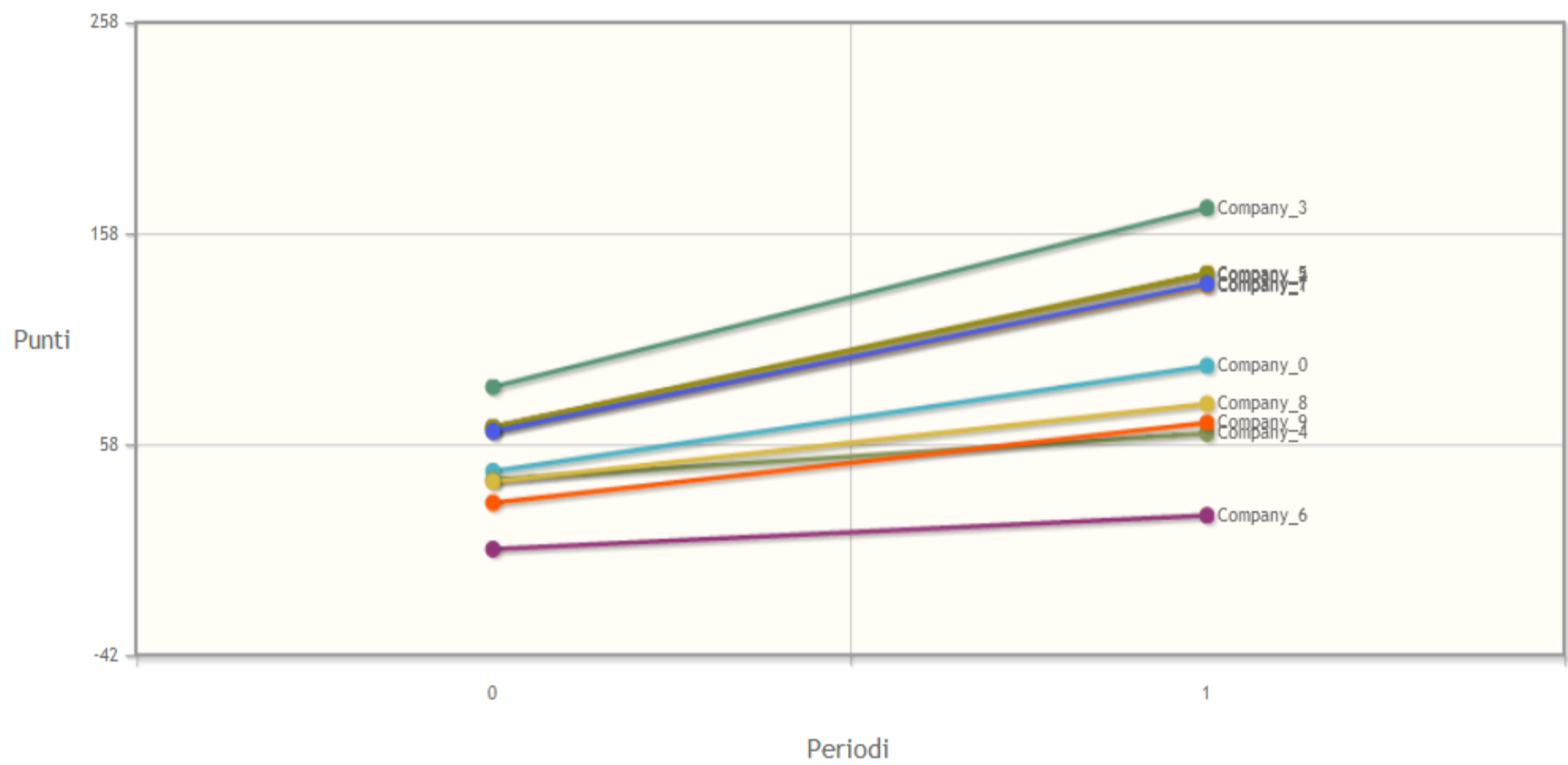
[INCOME STATEMENT](#)
[BALANCE SHEET](#)
[BALANCE SHEET RATIO](#)

INCOME STATEMENT

+	Gross Sales Revenue	€ 23,500,000.00
	Component Parts Cost	€ 15,311,366.30
	Outsourcing Cost	€ 3,577,841.58
	Direct Labour Cost	€ 2,312,572.56
	Inventory Open	€ 0.00
(-)	Inventory Close	€ 1,206,677.67
Σ	Cost of goods sold	€ 19,995,102.76
-	Depreciation	€ 562,500.00
-	Account Depreciation	€ 97,916.67
=	Gross Profit	€ 2,844,480.57
Σ	Total SAR Cost	€ 8,280,000.00
=	EBIT	€ -5,435,519.43
+	Active Interest	€ 412,500.00
-	Loan/Overdraft Interest	€ 0.00
=	EARNINGS BEFORE TAXES	€ -5,023,019.43
-	Taxes	€ 0.00
=	PROFIT	€ -5,023,019.43

Classifica

- Nel Business Game la classifica finale (SUCCESSO AZIENDALE) è misurata in termini di:
- SUCCESSO REDDITUALE, che è legato agli indici economici e finanziari (ROS & ROE), quindi, ai profitti aziendali.
 - SUCCESSO COMPETITIVO, che è legato alla quota di mercato aggregata data dal valore del rapporto qualità-prezzo dei due prodotti (RQP).

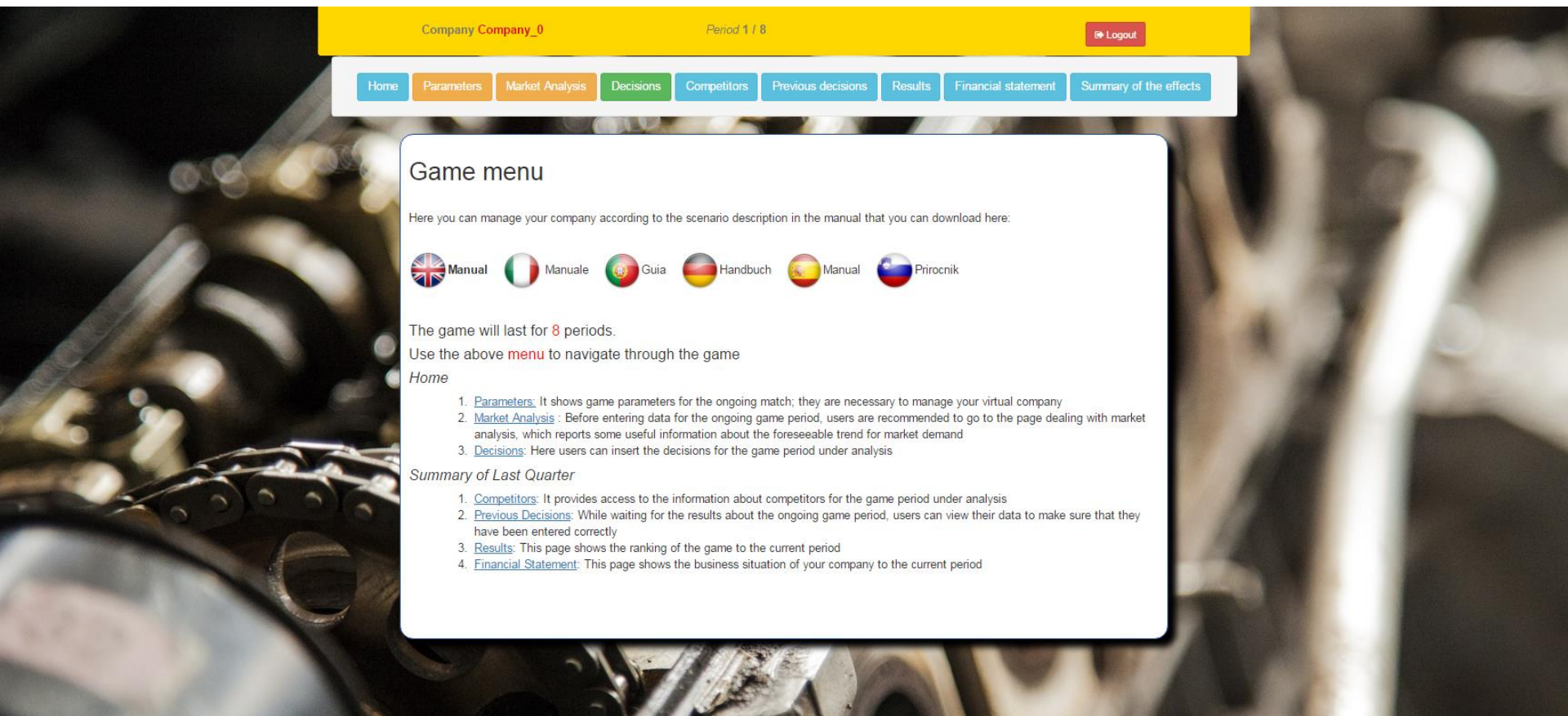


Company_0	Company_1	Company_2	Company_3	Company_4	Company_5	Company_6	Company_7	Company_8	Company_9
95 Punti	133 Punti	138 Punti	170 Punti	63 Punti	139 Punti	24 Punti	134 Punti	77 Punti	68 Punti

Piattaforma di gioco

2° Scenario – Engines

Motori a benzina & Motori ibridi



Company **Company_0** Period 1 / 8 [Logout](#)

[Home](#)
[Parameters](#)
[Market Analysis](#)
[Decisions](#)
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[Results](#)
[Financial statement](#)
[Summary of the effects](#)

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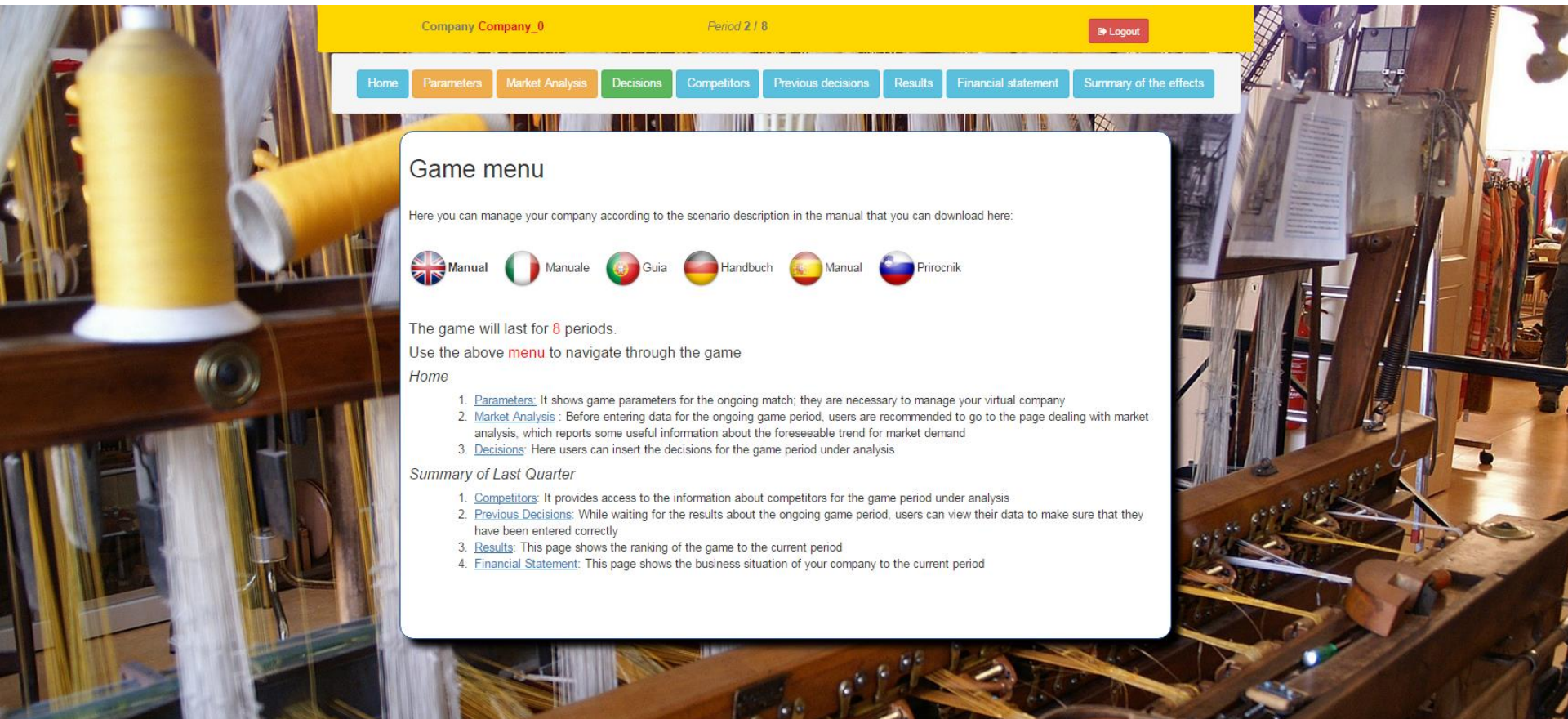
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Piattaforma di gioco

3° Scenario – Trousers

Jeans & Pantaloni classici



Company **Company_0**

Period 2 / 8

Logout

Home

Parameters

Market Analysis

Decisions

Competitors

Previous decisions

Results

Financial statement

Summary of the effects

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Manual



Manuale



Guia



Handbuch



Manual



Priročnik

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Eventi di gioco

Sciopero, Riduzione consegne
produzione outsourcing, Aumento costi
outsourcing, Riduzione produzione
interna

Sciopero!

Nel mercato in cui la vostra azienda virtuale sta operando è stato annunciato uno sciopero durante il prossimo periodo di gioco!!

- Le ore di produzione saranno ridotte!!

Minimo «XX» Ore!



Riduzione della produzione in outsourcing!

Nel mercato in cui la vostra azienda virtuale sta operando ci si attende una riduzione della produzione in outsourcing!!



-XX%

Aumento dei costi di outsourcing!

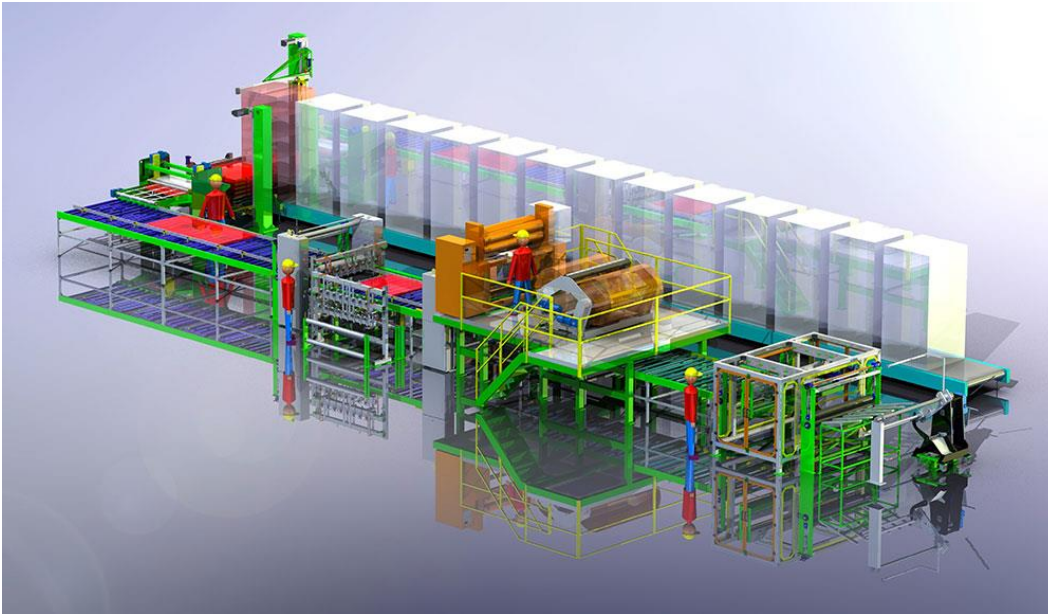
Nel mercato in cui la vostra azienda virtuale sta operando ci si aspetta un aumento dei costi di produzione in outsourcing!!



Riduzione della produzione interna!

Nel mercato in cui la vostra azienda virtuale sta operando ci si attende una riduzione della produzione interna!!

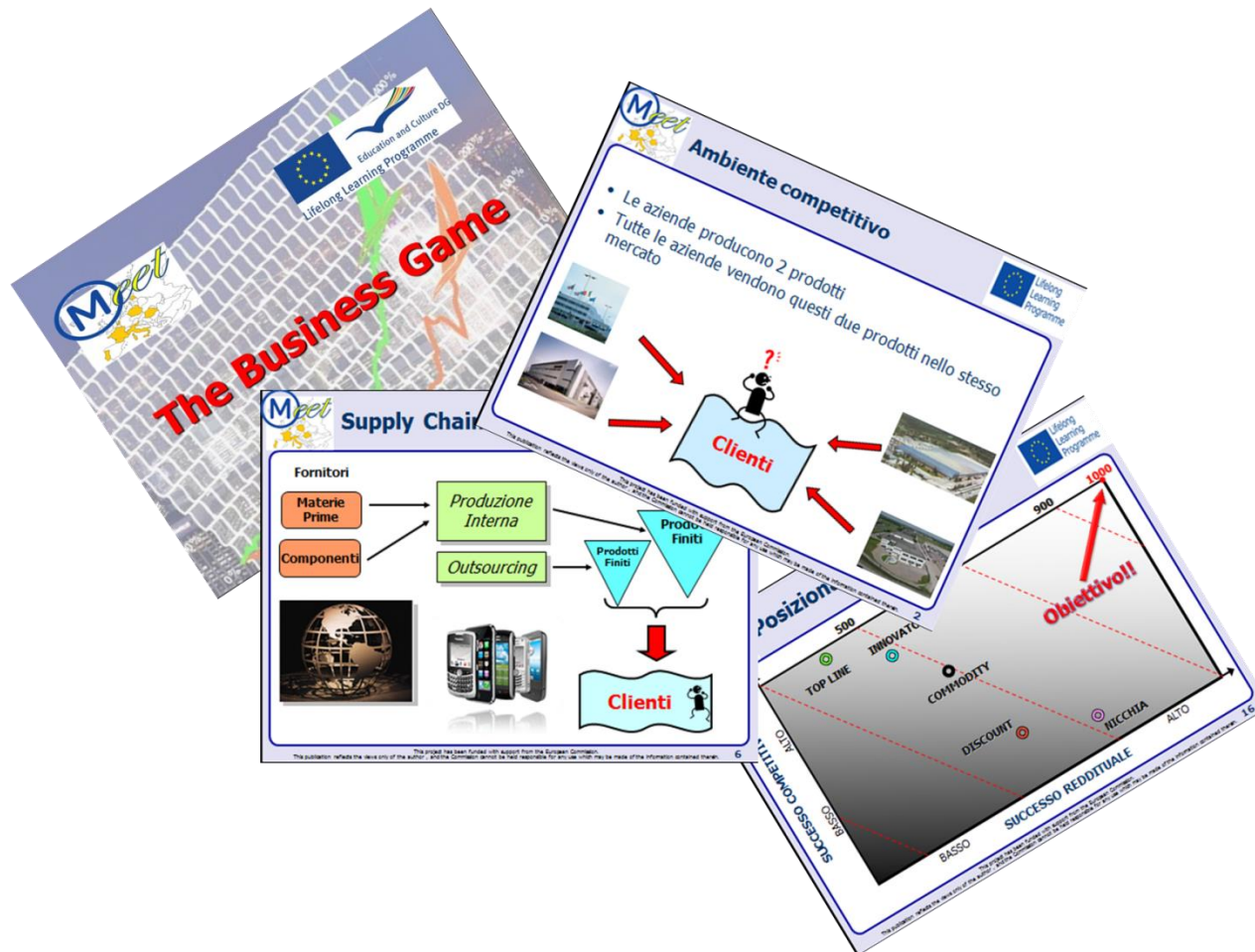
Tale riduzione può essere ridotta attraverso la manutenzione dell'impianto di produzione.



-XX %

Area docente

Presentazione PowerPoint



Creazione dei codici del corso


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 Change personal data
 Logout

 Teacher's home
 List of Tournaments
 Manage the tournament
 Teaching Material

Management of the Tournament

Action	Description	
Create/See codes for the course	In this area you can see the codes you have already created and you can create new codes for your students.	Vai
Create a game	In this area you can create the games connected with your tournaments	Vai
Change the Tournament Phase	In this area you can manage the phase of your tournaments and set the calendar	Vai



Creazione del gioco


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 Teacher's home
 List of Tournaments
 Manage the tournament
 Teaching Material

Select the teams to be included in a game

☐ CompanyProva

☐ SimoneCompany

Scenario:

Name of Game:

Number of periods:

Verifica dello stato di gioco dei team

SITUAZIONE INSERIMENTO DECISIONI

Nome del Gioco	Periodo Simulato	Aziende		Forzare la simulazione
Finale	3	Nome	Periodo	Forzare la simulazione
		Mangimi SPA	3	
		Ulisse	3	
		Vincenti Ltd	3	
		Tony srl	3	
		Rossi teston SPA	3	
		Rambo snc	3	
		Keith Richards	3	
FinaleBIS	1	Nome	Periodo	Forzare la simulazione
		Mangimi SPA	1	
		Four Stroke	1	
		Two Stroke	1	
		Rambo El Can	1	
		rossi teston SPA	1	

Report di gioco

		Scarica l'excel con i dati sulle aziende		Scarica l'excel con i dati sui prodotti	
Nome	Scarica Grafici in formato pdf	Raggruppati per Azienda	Raggruppati per Periodo di gioco	Raggruppati per Azienda	Raggruppati per Periodo di gioco
Finale					