

MAPS (Management, Analysis, Planning, and Strategy) Simulations



What?	<p>MAPS simulations[®] are small-scale (1-2 hours start-to-finish working time), web-based, engaging, interactive business simulations. MAPS simulations[®] have multiple parts (modules). Instructors may choose to assign some or all MAPS simulations[®] modules. Debriefing notes are accessible after completing each simulation module. Working individually or in pairs, students complete MAPS simulations[®] outside of class. Instructors may (optionally) lead a short (20-minute), post-simulation, in-class debriefing of a simulation.</p> <p>Instructors should view MAPS simulations[®] as direct substitutes for traditional (large) Harvard-style cases. MAPS simulations[®] require students to do outside-of-class preparation and analysis prior to some in-class discussion (debriefing). Post-simulation, in-class PowerPoint debriefing slides are available to MAPS[®] instructors.</p> <p>MAPS simulations[®] reflect management, analysis, planning, and strategy problems and situations routinely encountered by practicing analysts and managers. Some MAPS simulations[®] are true small-scale simulation games with active competitors managed by the MAPS software operating in the presence of random market forces. Others are simulations where students make decisions and receive profit-and-loss statement results (and associated market outcome information) through a number of time periods (rounds).</p>		
Where?	Access the MAPS simulations [®] via http://www.MAPS-simulations.com		
How?	<p>MAPS Simulations[®] Teaching Approaches (individuals or student-pairs complete MAPS simulations[®]):</p> <ul style="list-style-type: none"> • Assign a simulation for outside-of-class completion. • Assign a simulation for outside-of-class completion and then have a short (20-minute) post-simulation, in-class debriefing. <p>With either teaching approach, an instructor might optionally choose to work through the first module in a simulation in-class (using 30 minutes or so of in-class time) and then assign subsequent modules for outside-of-class completion.</p>		
Why?	<p>The interactive active-learning nature of the MAPS simulations[®], the feedback provided, and their challenging hands-on engaging nature combine to make MAPS[®] a powerful learning tool. They're fun too, for students and for instructors!</p> <p>MAPS simulations[®] are time-efficient, requiring about 1-2 hours start-to-finish working time.</p> <p>The sophisticated and challenging nature of the MAPS simulations[®] leads to high quality student-learning experiences. Since these simulations may be used with minimal instructor input, instructor productivity is enhanced, especially in very large-sized classes.</p>		
Which?	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>Corner Store: Pricing and inventory management.</p> <p>Deli Catering: Direct-marketing promotion management.</p> </td> <td style="width: 50%; vertical-align: top;"> <p>Forecaster: Sales forecasting.</p> <p>Marketing Planner: Marketing planning.</p> <p>Outlets: Retail-outlet new service launch.</p> <p>Vapor Wars: Competitive strategy.</p> </td> </tr> </table>	<p>Corner Store: Pricing and inventory management.</p> <p>Deli Catering: Direct-marketing promotion management.</p>	<p>Forecaster: Sales forecasting.</p> <p>Marketing Planner: Marketing planning.</p> <p>Outlets: Retail-outlet new service launch.</p> <p>Vapor Wars: Competitive strategy.</p>
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Support? Questions?	The author provides technical and instructor support for MAPS [®] . Please direct inquiries to Randall G. Chapman (Chapman@MAPS-simulations.com).		