

# MAPS-simulations.com Roadmap



MAPS-simulations.com provides convenient links to freely-accessible, interesting, engaging, web-based learning resources in business management. 1-2 hours of student time is required to complete MAPS simulations<sup>®</sup>, depending on the number of MAPS simulations<sup>®</sup> modules (“parts” or “problems”) that a student completes.

		Focus and Course Relevance		
		Business Strategy Courses	Marketing Courses	Operations Management and SCM Courses
<b>MAPS Simulations<sup>®</sup></b>				
Corner Store	Pricing and inventory management simulation in 3 parts. A generalization of the inventory management “newsstand” problem. Particularly useful in the pricing part of marketing courses. The 1 <sup>st</sup> part is stand-alone; the 2 <sup>nd</sup> and 3 <sup>rd</sup> parts add product line management and volume discount challenges, respectively.			
Forecaster	Can you accurately forecast sales volumes? The 5 problems in this forecasting simulation require the creation of 14 forecasts in various business contexts. Student debriefing notes are accessible after completing each of the 5 problems.			

Instructor notes are available for MAPS simulations<sup>®</sup>. Contact the author, Randall G Chapman PhD (Chapman@MAPS-simulations.com).

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<b>Other Interactive Exercises, Readings, Simulations, and Videos</b>				
Advertising Slogan Quiz	Can you match the product or brand that goes with each advertising slogan?		<input checked="" type="checkbox"/>	
ASU SCM Video Series	Arizona State University supply chain management introduction video series. Videos in this 12-part video series are 4-6 minutes in length.			<input checked="" type="checkbox"/>
BCG Strategy Consulting Case	Boston Consulting Group interactive strategy consulting project case.	Business Management Focus		
Cash Flow Simulation	Apply cash flow management principles to manage a company's cash flow for a year.	Business Management Focus		
Handling Difficult Workers	Five short interactive cases on dealing with difficult-to-manage workers.	Business Management Focus		
Interactive Warehouse Game	Simulation of routing methods for warehouse order picking optimization.			<input checked="" type="checkbox"/>
Letter F Test	A judgment and overconfidence exercise.	Judgment and Decision Making Focus		
Marketing Readings	Cataloged internet-based marketing readings.		<input checked="" type="checkbox"/>	
Monty Hall Problem	A classic statistical puzzle about judgment and intuition limits.	Judgment and Decision Making Focus		
Prisoner's Dilemma	To maximize your long-run payoff, should you compete or join forces with a competitor?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SCM Readings	Cataloged internet-based supply chain management readings.			<input checked="" type="checkbox"/>
Theory of Constraints	Interactive simulation of an assembly line to demonstrate Goldratt's Theory of Constraints.			<input checked="" type="checkbox"/>
Virtual Factory	Cameron Balloons virtual factory tour and associated resources.			<input checked="" type="checkbox"/>