GROUPE INSEEC

Providing worldwide opportunities in International Management, Business and Communication

EDUniversal
October 2013

Business Games & their impact on student enrolment

Why move to digital learning?

Quick look at technology trends:

Launched in 1974

Launched in 1989

Launched in 2001

81% of Americans internet at home

150 million Indian internet users

Revenue of 1,1 billon in 3 days

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Business Games & their impact on student enrolment

Why move to digital learning?

This technology trend is re-defining the criteria for students choosing universities.

In addition to ranking, course work and university life; Students will also asked about the following:

| Online Education | Hyper-planning | Access to tablets | Computer Labs | Digital Library |

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Business Games & their impact on student enrolment

Innovative, Interactive and Imaginative education is the way of the future

INSEEC currently has three models of new innovative education tools:

Innovative Education **Business Game**

Interactive Education **Serious Game**

Imaginative Education Crisis Night

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Business Games & their impact on student enrolment

Innovative, Interactive and Imaginative education is the way of the future

Defining the concepts:

Business Game

- Competitive group exercise in which a problem is presented
- Students must work together to implement a business plan

Serious Game

- First-person video game to develop business skills
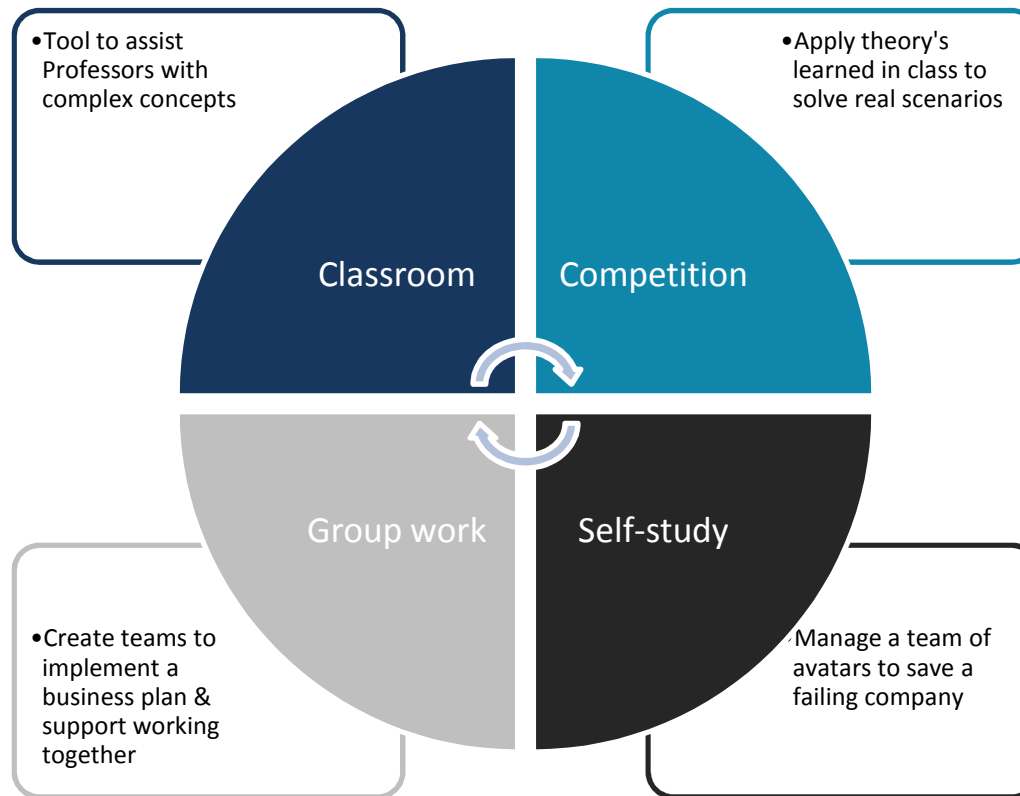- Students respond to scenarios, which lead to new scenarios

Crisis Night

- Students create a problem within a company
- Students work together to find solutions

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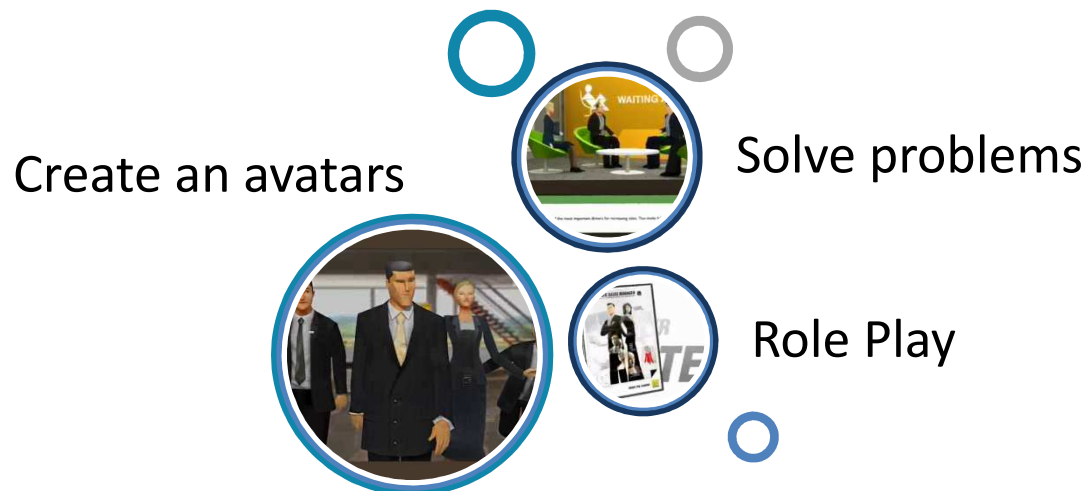
Multiple applications:

- Tool to assist Professors with complex concepts

- Apply theory's learned in class to solve real scenarios

Classroom

Competition

Group work

Self-study

- Create teams to implement a business plan & support working together

- Manage a team of avatars to save a failing company

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Business Games & their impact on student enrolment

Serious Game, Business Game & Crisis Night : What new doors are being opened ?

Serious Game and Business Game use video game technology to simulate real-life business problems.

Students are able to role play and work in teams or at home. It is not eLearning because it is more interactive and student choose an avatar and make decision in a similar way as a first person video game.

Create an avatars

Solve problems

Role Play

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M is for Manager - Video

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Serious Game

Serious Game is a computer program in which students compete for sales quotas and negotiate with partners.

The game also develops skills such as:

Conflict Management

Motivate Team Members

Animate a Meeting

Time Management

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Serious Game

Serious Game as an educational tool:

Professors can use the Serious Game program to create scenarios / role playing game with their students

- Getting out of bankruptcy
- Managing a 'start-up'
- Conducting interviews
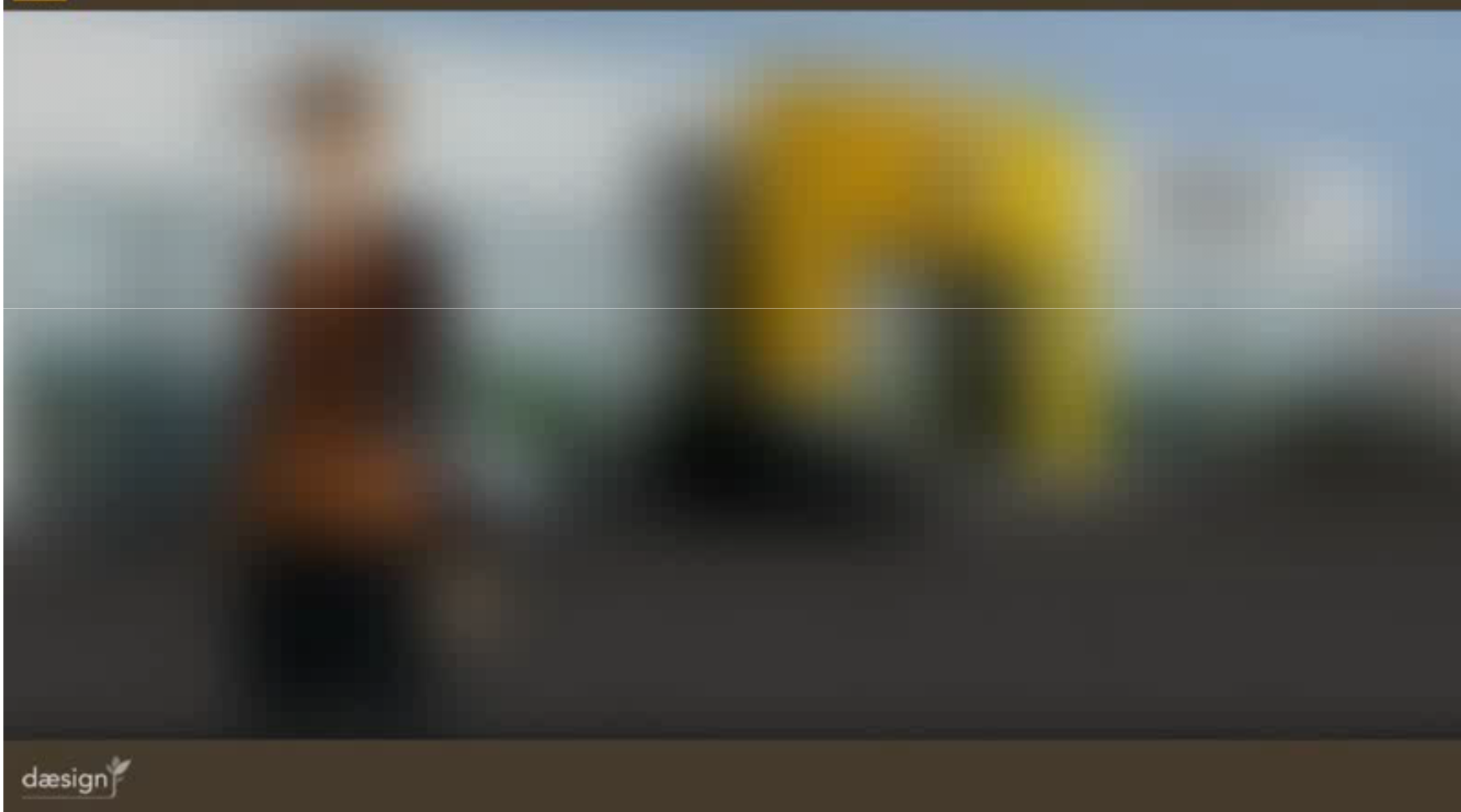- Human Resource Management
- Project Management

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Renault Challenge - Video

Business Game

## Multidisciplinary competition:

Students are placed in groups of five. They must execute a corporate strategy using a software modeling program with a virtual first-person interface. All students are put into similar competitive business environment.

Students must create a steering committee and work as a team to make decisions on finance, marketing, communication, management and human resources.

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Ultimate Sales Manager - Video
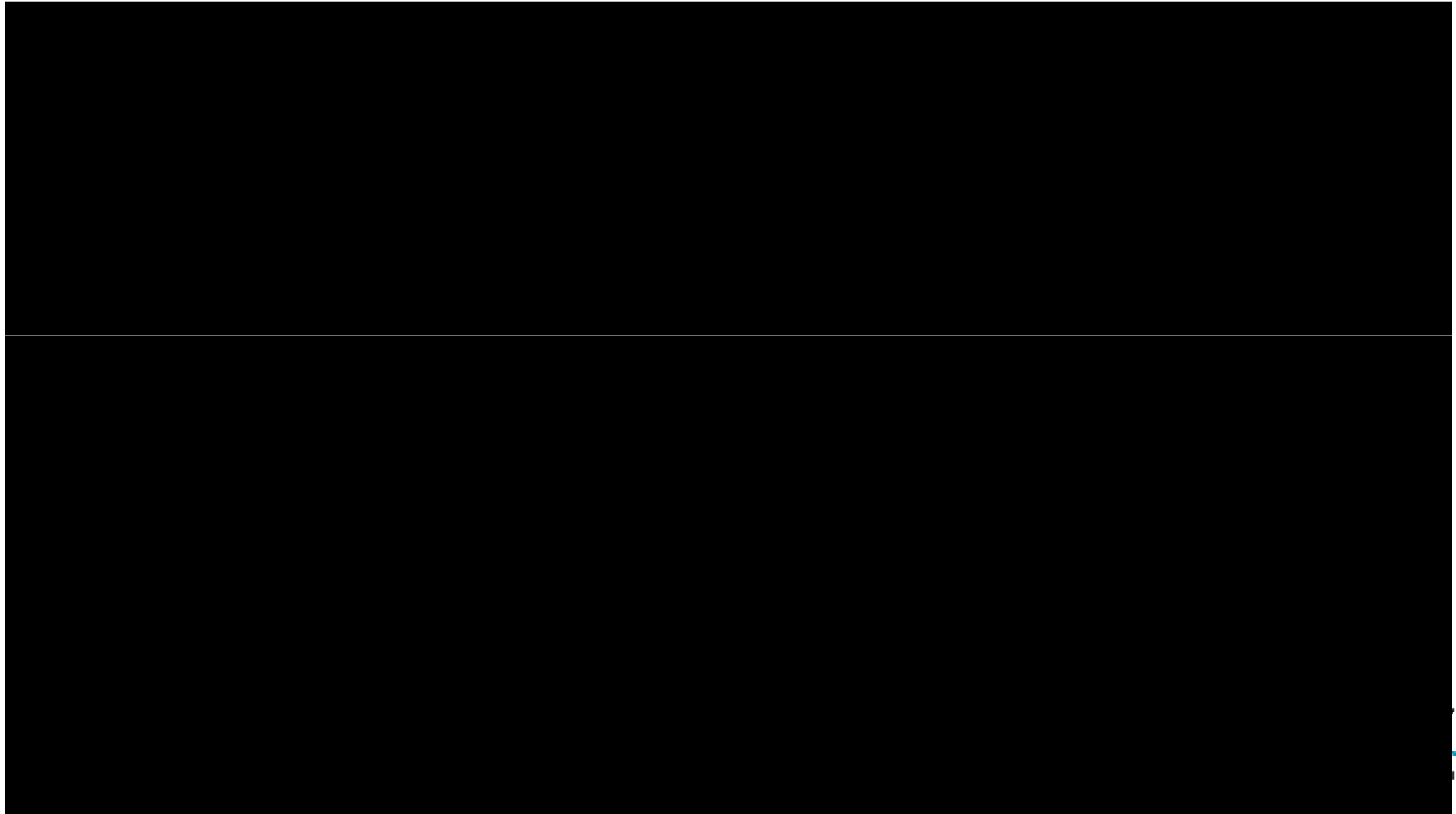
Crisis Night

Real-time crisis management:

A group of 10 students assume the role of executive board members for a large company. Another group of students present them with a crisis for the company. The board of directors must meet and decide on the best way to deal with the crisis. Students work from 10pm to 6am and are evaluated on the creativity of the case and their ability to face the stress by working all night.

Example:

The Mickey Mouse character at Euro Disney hits a child. Pictures and videos are taken and put online and on social media sites. How would you solve this problem?

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La nuit de la gestion
de la crise

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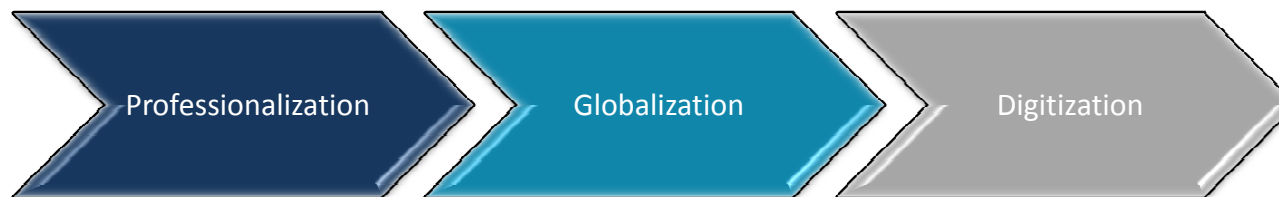MONACO • LONDON • CHICAGO

Conclusion

Adaptation:

The digital world is getting bigger. If universities want to succeed they must be able to 'connect' with students using their digital medium.

Serious Game, Business Game and Crisis Night has become a main part of the INSEEC program. INSEEC is one of three university using this innovative tool.

Offering programs such as this provides INSEEC with a competitive edge when recruiting students.

Professionalization   Globalization   Digitization

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Thank you for your attention!