

SimVenture
evolution



Applying
SimVenture Evolution v8

Applying SimVenture Evolution

This document explains the various ways in which SimVenture Evolution can be used in a range of learning contexts.

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The sections highlighted blue represent the core content of the Orientation session.

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The content of this document is also covered in a number of videos which can be viewed wherever you see this icon (click the icon to open the video in a new browser window).



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Applying SimVenture Evolution

Introduction

SimVenture Evolution is used in a wide variety of organisations to meet a range of learning needs. The system has been created to be versatile enough to suit many purposes such as;

Taught Modules within HE Institutions

Corporate Training Days

Recruitment and Selection

Team Building Events

Competitions

Group work

Individual study

Applying SimVenture Evolution Learning Contexts

Scenarios

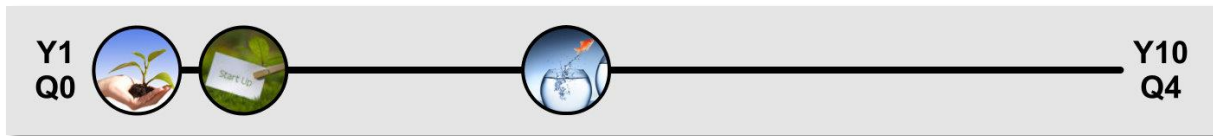
SimVenture Evolution is based within a **simulated market** in which users run a bicycle manufacturing company.

Each scenario is similar to a case study, only one that can be experienced as well as analysed.

The market is made up of **5 segments**, each containing customers, defined within **6 demographic groups**.



The simulation runs in quarters for **up to 10 years** and each scenario is set at a date within this timeline.



The internal resources available to the **simulated company** – such as cash, the number of employees, or the market situation also vary with each scenario.

	Seed	Startup	Growth
Scenario Title			
Start Date	Y1Q1	Y1Q3	Y4Q1
Cash	175,000	226,000	145,000
Employees	1	2.1	11.1
Market Share	0%	0%	13%

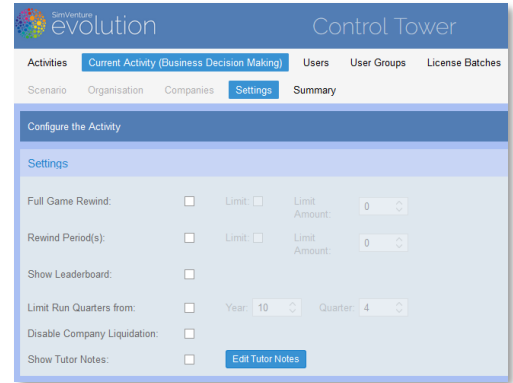
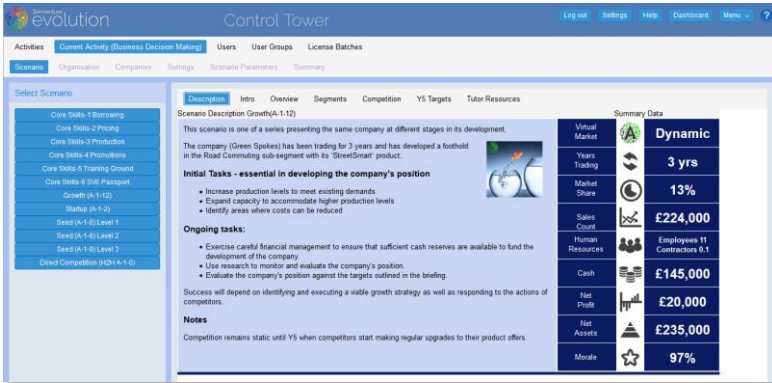
More variation is created by building companies to different positions of maturity, built on different strategies with different market positions. We can also vary the external environment such as the strength of competition.

This means that we can model a wide variety of situations, with differing challenges, whilst the learner is able to progress and learn in a familiar context. By combining these variables, we are able to provide ample scope to model a wide variety of business situations and challenges.

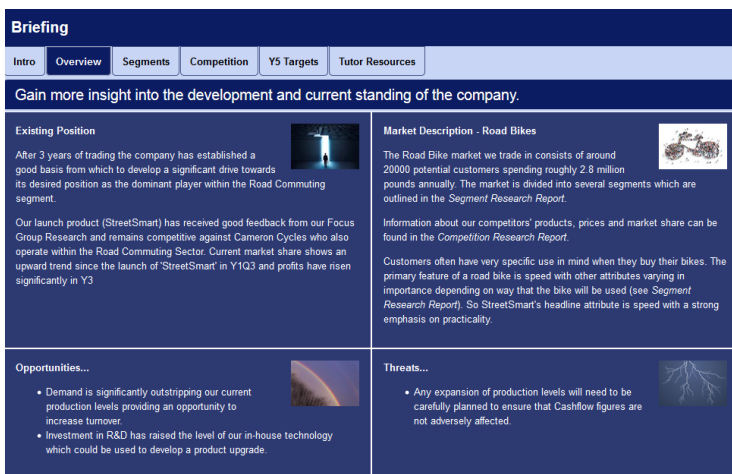
Applying SimVenture Evolution Learning Contexts

Activities

Scenarios are used as the template for activities. Settings are available to determine how users will interact with the activity. The Control Tower takes you through each step of the process.



And once an Activity is live, the system automatically makes it available in the dashboards all its participants.









On opening the Activity, the User is shown a briefing to allow them to analyse the situation, identify the objective and begin to devise their strategy.

Applying SimVenture Evolution Learning Contexts

Activity Formats

Once created, an Activity can be used in a variety of ways which we call 'Activity Formats'.

Scenario Types		Activity Formats
<p>Standard Scenarios Our standard scenarios place individuals or teams in charge of a company within a simulated market.</p> <p>Competition within the scenario is provided by simulated companies.</p> <p>The Activity Formats can be used for activities at all levels of experience. Resources are provided on our website outline a variety of topics that can be covered using the scenarios available within the system. Each one indicates the format used as well as the topic covered and the intended level of the activity.</p> <p>These can be used 'off the shelf' or as the basis on which to build your own activities.</p>	    	<p>Analyse and evaluate the current business situation.</p> <p>Analyse and evaluate the situation as it progresses, predicting developments and observing outcomes.</p> <p>Analyse the situation before determining, executing and evaluating a strategic business plan.</p> <p>Conduct a boardroom debate, to analyse the situation and identify the best way to take the business forward.</p> <p>Each starting from an identical position, any number of rivals develop their company towards agreed targets.</p>
<p>Direct Competition Scenarios These scenarios are specially configured to allow up to 6 teams to compete directly against each other.</p>		<p>Multiple rivals compete directly against each other within the same virtual market.</p>

And since activities can be rewound, you can easily reset an activity and alter its settings so users can experience the same context with a different level of challenge.

Orientation Guide
Teaching Resources

The SimVenture Club

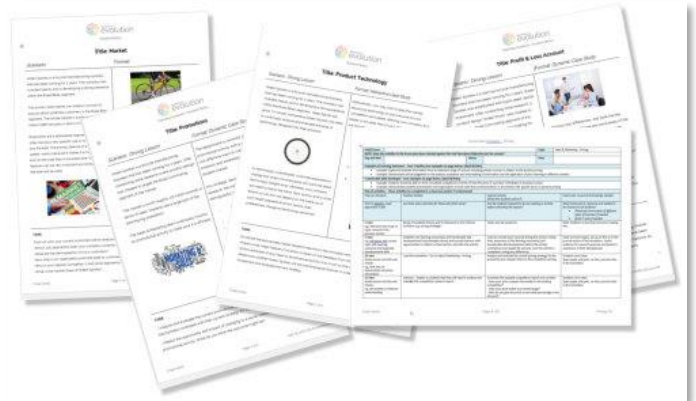
To support the activity formats, we have created more than 100 'Resources' which are freely available to customers via the SimVenture Club.

Designed by education professionals with CIM or CIMA qualifications, the materials link practical activities, theory, and teaching.

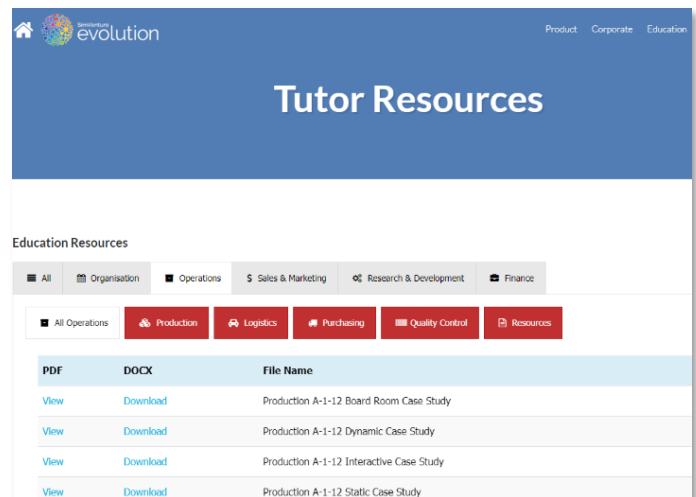
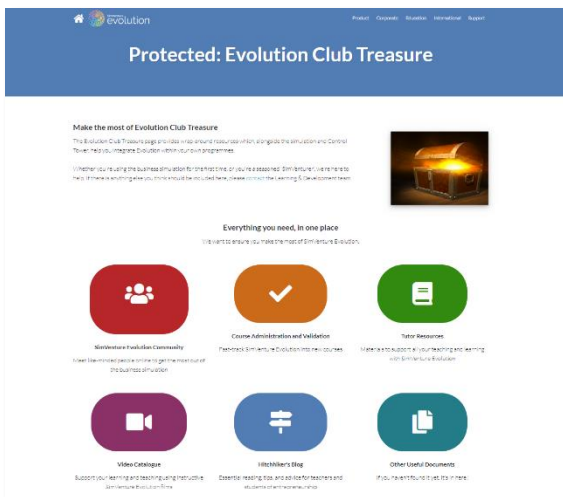
The on-line database covers a wide range of topics to suit the full breadth of adult learning levels.

Each resource is available as a PDF or a downloadable .docx format to allow you to make amendments to suit the specific requirements of your own programme of work.

The duration of activities ranges from 15 minutes to 2hrs to reflect the varied contexts within which SimVenture Evolution is used.



The SimVenture Club is freely available to all SimVenture clients.



In addition to providing free resources, we also work with partners to create bespoke resources and events.

The information provided in this document is also accessible
on-line from within the Control Tower.



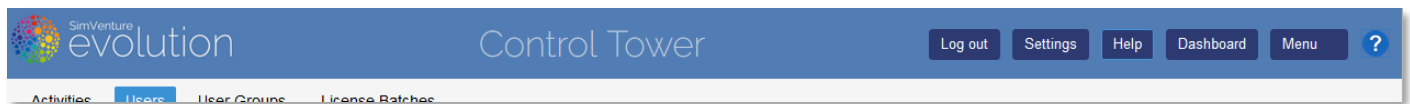
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Orientation Guide
Further Support

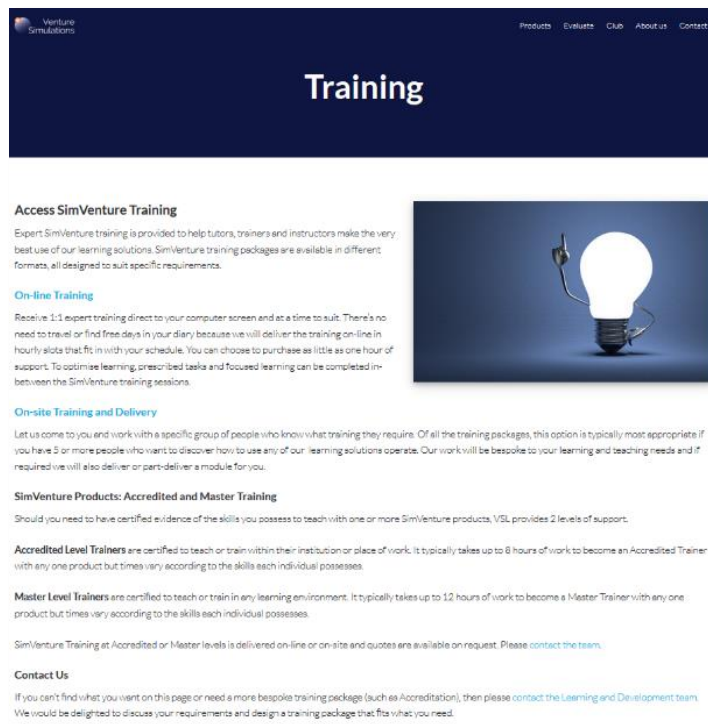
On-line Support and Training

Any training purchased will be confirmed by your Learning Development Manager along with arrangements for scheduling and delivering your training.

If you haven't purchased any further training, don't worry. You can find all the information you need by logging into the Control Tower and clicking 'Help'



If you do decide that you would like to have further training, we offer a range of options to suit every need and budget.



Please look on the website for further information or contact your Learning Development Manager directly to discuss your requirements.

