SimVenture in Action
Teesside University
Getting the most from SimVenture

Overview

Over recent years The University of Teesside has purchased SimVenture for three different departments within the institution. The Enterprise Centre, The Computing Department and most recently the Business School (50 licences) have all invested in the software.

Mike Ashwell, who works within the Business School as a Senior Lecturer in Accounting, has been using SimVenture since 2009. Teaching over 150 students at a time, Mike uses SimVenture as a key resource to support the delivery of a Business Decision Making module.

Mike believes the most important factor in the module's successful delivery was careful preparation. From the outset he ensured that the delivery team understood SimVenture and its key features, and then planned to use the software in the best way to achieve the learning outcomes of the course.

> "SimVenture was implemented as an integral part of the module delivery, rather than just an interesting 'add-on'.

Since SimVenture allowed students at Teesside to work as individuals as well as teams, Mike was able to get the most from the software.

Outcomes

In the planning process, Mike and his team distinguished between the initial phase of the module, where students learned individually about the basics of the software and decision making, and the later phase where students worked in groups to run a business for a number of months. This later phase enabled them to gain a valuable insight into group dynamics and team decision making, together with a wider appreciation of the linkages between the key components of a business.

Student feedback about the use of the software on the course has been consistently positive. Mike has also witnessed the fact that the common ground created by SimVenture has fostered stronger working relationships between students and staff.

Mike plans to use SimVenture on an ongoing basis and seeks every opportunity to share his learning with colleagues within the university as well as external organisations.

Contact

For more information about the Teesside University Experience with SimVenture, contact Mike Ashwell by email: m.ashwell@tees.ac.uk