SimVenture in Action

Southampton Solent University

Embedding SimVenture in a Higher Education Institution

Overview

SimVenture is very popular in Higher Education but it is having greatest impact in institutions where the simulation has been championed by at least one member of staff and embedded within the curriculum.

In 2010 Southampton Solent University sought to work in partnership with the SimVenture Team. As well as providing site licence software, so that SimVenture could be accessed throughout the institution, the university also received research support, teaching materials and staff training.

Led by Lesley Strachan (who lectures within the Business Department) up to 200 students were introduced to SimVenture as part of a Marketing undergraduate degree. The course started in October and was completed at the end of March.

Outcomes

Throughout the course Lesley organised on-line research feedback from students so that she could measure the impact of introducing SimVenture. The pre-course survey showed that over 70% of students were either 'Very Pleased' or 'Pleased' to be using the business simulation.

The research also showed that SimVenture generated high levels of interest and excitement amongst students before the course started. Asked also about how the simulation might impact on business and employability skills, the following quote echoes the sentiments of many:

> "It will provide more experience than just learning the theory, therefore make the learning more realistic to challenges we would have to face in the real business world, so employers will see us being more employable."

Lesley noted that course attendance levels were much higher than usual and frequently she was the last person in the room at the start of a lecture. The final student survey results back this experience up since nearly 80% of respondents 'Strongly Agreed' or 'Agreed' that using SimVenture was an effective way to learn the subject.

The first year results mean Lesley is expanding the use of SimVenture further in 2010/11 and undertaking more research to determine just how much the software improves student grades.

Contact

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