SimVenture in Action
Forest Gate School
Engaging & Inspiring Young Minds

Overview

SimVenture was chosen by Forest Gate School in order to provide students aged 14-16 with a highly vocational understanding of small business practice.

Led by Mr Allen Ernest and the Business Department at Forest Gate Community School, students involved in the BAF Diploma were tasked with starting and running their own virtual business and ultimately taking part in a competition.

The opportunity to immerse students in an interactive and experiential learning environment appealed to Mr Ernest because he knew students would learn well in the engaging environment that the software presents.

In 2010, the school organised a business competition where up to 20 students competed in pairs and threes to generate the highest company value. The competition lasted 90 minutes and students used a ready-made SimVenture scenario as a platform for the activity. Their task was to grow a small business into a much bigger one.

Outcomes

Throughout the competition, students were fully engaged, focused on the task and learnt continually about the fundamental aspects of running a business.

The students regularly commented during the competition that the 'game playing' experience made them more motivated to learn. Mr Ernest continues to use the software throughout the school and feels the repeated and sustained use of SimVenture makes it a value for money purchase.

When asked why he chose to use the business simulation, Mr Ernest said,

> "We are a high performing specialist school in Applied Learning. We wanted to bring in the whole aspect of Applied Learning and teach *doing* something; that's why we decided to team up with SimVenture."

Contact

For more information about the Forest Gate Experience with SimVenture, contact Allen Ernest by email: allen.ernest@forestgate.newham.sch.uk