SimVenture Testimonials

Higher Education

“We finally ran our first training day yesterday! It was a great success - biggest problem I had was getting the students off the game once they were playing!”

Judith Shawcross - Institute for Manufacturing - University of Cambridge

“From my initial impression I realized educators could really benefit from the real time feedback. Students are engaged throughout the simulation.The ease of use along with the robust analytical functions provide the optimal learning experience.”

Kevin Railford - Business Instructor - College of Southern NevadaI

"We used SimVenture as part of a competition. The software was excellent. The students found it very challenging and really stimulating. It incorporates all aspects of business and really gets the students to think and apply all the business knowledge they have gained. An exciting piece of software which is addictive and rewarding."

Matt Laws - Lecturer - Dudley College

“I taught a whole day of an intensive module in Electrical Engineering using SimVenture this week. It was the deepest we’ve ever got into the game in a single session and the students were very bright.

Even though I’ve used it many times now, I found myself absolutely staggered by the depth, complexity and realism of the game and found several new screens that I’d overlooked in the past."

Dan Corlett – Entrepreneurship Development Manager – University of Birmingham

"Having owned my own businesses and worked in enterprise education I was sceptical when I first used SimVenture. However I quickly found the programme engrossing, compelling and impossible to put down, whether you are interested in the intricacies of Human Resource Management or grappling with concepts of production and supply.

SimVenture has not only explanation but an experience that could take you years of real world trial and error to gain. In short if you are looking for the ultimate enterprise simulation for use in schools, universities or at home look no further!"

Matthew C. Draycott, Enterprise Lecturer, Grimsby College of Further and Higher Education

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"SimVenture is a really dynamic learning resource that brings the subject to life and helps people learn about enterprise management without the traditional interventions from teachers and lecturers. The very first time we used SimVenture was when we invited 5 Hertfordshire schools to take part in the 'Future Face of Enterprise Challenge' at the University. In total we had 30 students (aged 16 – 18) participating across two days. Normally such an event using traditional learning resources would take a significant amount of time to organise and the team would be acutely aware of the issues around the management and control of such large numbers of young people. Yet, once the software was installed on the campus network and briefing guidelines prepared, most of the work was complete.

Every student was engaged with the software from the start leaving staff free to direct their efforts into effective mentoring. The feedback from students and their teachers was incredible. I am certain that the idea and the format will become a permanent fixture in our Summer School programme.

We plan to use SimVenture extensively to help students learn about enterprise management and entrepreneurship in an engaging and meaningful way. The software's design, realism and depth are three of the key factors that make it such a useful teaching and learning resource."

Nigel Culkin, Head of Enterprise and Entrepreneurial Development , University of Hertfordshire

"I don't know how to say this but.. I have had two of the best hours of my recent teaching life this morning! It took me back to the fun I had when we ran the Physics degree and I was involved in the labs - they were fun - real students real experiments - real problems and real fun! Well SimVenture did that today.

I had two full tutorial sessions - students engaged and on task. Loads of quiet chatting about the game - lots of smiles and laughter. Healthy competition between pairs - they want to be the best businesses...great! Those who made big mistakes - didn't get all upset they looked at why and thought what can we do to deal with the problem...

I had to STOP the group - when the time was up.. I heard two lads who - honestly are not engaged by my lectures or my earlier tutorials - say that they were actually enjoying the game and had done some work BEFORE the tutorial... and were going to the Adsetts now to do some MORE WORK.... this was amazing...

It made no difference - the girls were as engaged as the boys - all having fun. Sport students, Business students, media and communication students. cannot wait till the next class!!!"

Simon Brown, Director for Enterprise Teaching and Learning, Sheffield Hallam University

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“I was very impressed by the SimVenture game – it would seem to lend itself to being used in a variety of ways with students at all levels, in our case both undergraduate and postgraduate. Tutors and students can concentrate on particular aspects of starting and growing a business – say cash flow, staff development, marketing - or dive into all the different facets of strategy and decision–making at once.”

John Earley, Lecturer at Trinity & All Saints College in Leeds

"We used SimVenture with our first years as the basis for one of their courseworks. It was challenging to students and generated a lot of enthusiasm as we let it be known that profits meant higher marks. We like it so much we plan to carry on with it in the second year."

Paul Dennison, Teaching Fellow, The Business School, University of Greenwich

"It's an amazing learning tool and we found that because students could see the consequences of their actions, which is what would happen in a real business, they have a much better understanding of what business is all about."

Michele Miller, Business & Community Partnerships Manager Trinity & All Saints College

"Great to see things are going so well for 'Simventure'. Mind you that's hardly surprising as it's a great tool and the small classes of students that I have used it with have really taken to it and they really enjoy it. Next academic year I will be using it with far more of my classes and I have also encouraged some of my colleagues to use it as well."

Vic Saunders, Lecturer, Swansea Institute of Higher Education

"It is fairly obvious to me that there is a great deal of potential in adopting the product for incorporation in courses at year 1, 2 and 3 level for any business student whether entrepreneurial or not - it gives a low cost way of making business mistakes and learning from them."

Sandy Sinclair, Lecturer, Bell College

"The feedback I have received about the SimVenture evening has been great. Certainly the main attraction of the software is that it allows students to get in and have a go and I'm sure it becomes a bit addictive eventually in trying to run the business more and more profitably. One participant commented that it would only take students 2 minutes to get hooked on playing this game especially if it was actually part of their course.

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There are clearly many opportunities to build various modules around some of the experiences, problems and outcomes students have encountered through this simulation- such as economics, finance, marketing etc. All in all another very successful evening and I'm delighted that our students can continue to use the software in that IT suite. I am looking to find ways to integrate it into the curriculum even in small ways to begin with so that it becomes a teaching and learning resource. In the longer term we may even consider building a module such as 'Introduction to Enterprise' around the experience of the game.

Emma Roberts, Senior Lecturer, Enterprise. Leeds