# SimVenture **Oution**



## Applying SimVenture Evolution v10



#### 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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#### **Overview**

We are constantly impressed by the way teachers and facilitators have taken SimVenture Evolution and applied it to so many different contexts. Here's an overview of the territory so far, we fully expect further developments!

Broad application across a variety of organisations and institutions.

#### **Higher Education**

- Integration within taught modules
- Independent learning resource
- Assessment
- Competitions
- Extra-curricular events

#### Corporate

- Professional Development Programmes
- Training Programmes
- Team Building Events
- Recruitment and Selection

Versatility for delivering blended learning approaches.

#### Face-to Face and/or Remote\*

#### Independent and/or Facilitated

#### Individual and/or Group

\*Remote facilitation and teamwork are commonly conducted via proprietary VOIP platforms (Zoom, Teams etc.).

Wide subject coverage to focus learning objectives.

Entrepreneurship / General Business Acumen / Introductory Finance

Business Strategy / Decision making / Risk Analysis

Leadership / Negotiation / Presentation / Employability Skills

Ease of differentiation to accommodate different levels of learning.

Undergraduate / Masters / Corporate Induction

Middle, Senior and Executive Management

#### 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		Stare Lo	
Start Date	Y1Q1	Y2Q1	Y4Q1
Cash	175,000	163,000	139,000
Employees	1	2	10.6
Market Share	0%	1%	12%

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.

#### 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.

Add New Acti	ivity 🛞
Activity Name:	New Activity
Link teams to User Group?:	This will link the activity directly to a specified user group. Each user and any specified teams will automatically be allocated to teams in the activity.
	Please note:
	<ul> <li>Head to head activities are not allowed with activities that are linked to a user group.</li> </ul>
	<ul> <li>Participant allocation and game/company creation are managed by making changes to the linked user group.</li> </ul>
User Group:	All Users v
	Confirm Cancel

Activities (11)	Current Ac	tivity (New Activ	ity) Scen	arios Users
Scenario	Organisation	Companies	Settings	Summary
Select Scenar	io			
Open			Θ	
Seed (A-1-	0) v9.3			
Startup (A-	·1-4) v9.3			
Growth (A-	1-12) v9.3			
Establishe	d (A-1-20) v9.3			
Head-to-Head			$\oplus$	

Give the Activity a name and link it to a User Group.

Activities (11) Current Act	tivity (New /	Activity)	Scenarios	Users	ι
Scenario Organisation	Companie	es Setti	ings Sum	imary	
Configure the Activity					
Full Game Rewind:	<	Limit: 🗌		iount: 0	
Rewind Period(s):	✓	Limit: 🗌		iount: 0	
Show Leaderboard:					
Limit Run Quarters from:		Year: 10		iarter: 4	
Disable Company Liquidation:					
Show Tutor Notes:		Edit Tuto	r Notes		

Configure the Activity's settings.

evo		OPEN ACTIVITY		Franc Farsi License Days Remaining: 34
1	Growth Growth (A-1-12) v9.3	Period:	¥4, Q2	OPEN
	DESCRIPTION	Status:	Live	UPEN
-	Established			_
1000	Established (A-1-20) v9.3	Period:	Y6, Q2	OPEN
	DESCRIPTION	Status:	Live	
	Startup			
Any and	Startup (A-1-4) v9.3	Period:	Y2, Q1	OPEN
	DESCRIPTION	Status:	Live	
and and	Seed			
THE INC	Seed (A-1-0) v9.3	Period:	¥1, Q1	OPEN
を使き	DESCRIPTION	Status:	Live	
-	New Activity			
rág (	Growth (A-1-12) v9.3	Period:	Y4, Q1	OPEN
( E ) .	DESCRIPTION	Status:	Live	

and the system automatically makes it available to all its participants in their Main Menu .

Select a Scenario on which to base the activity.

Activities (	11) Current A	ctivity (New Activit	y) Scenarios	Users	User Groups (6)	Licensing (3)
Scenario	Organisation	Companies	Settings Sur	nmary		
Summary						
		Activity Name: New	Activity			Edit Name
		Status: Awa	iting Go Live			
		Date Created: 12-1	0-2022 15:44			
		Scenario: Grov	wth (A-1-12) v9.3			
	Linke	d User Group: All L	Isers			
		Use Teams: No				
Organisatio	on					
	Par	icipant Count: 3				
		Game Count: 3				
	Co	mpany Count: 3				
Settings						
	Full Game Re	wind Enabled: Yes				
			Make	Activity Live		

Make the Activity live...



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



Orientation Guide

#### **SimVenture Evolution Resources**

#### Learning Resources to Suit Your Needs

To support facilitators in delivering activities with Evolution, we have created more than 100 'Study Resources' which are freely available to customers via the SimVenture <u>website</u>.

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

The downloadable documents cover a wide range of topics to suit the full breadth of adult learning levels.

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Each resource is available to download in PDF or *.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.



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



## Orientation Guide

#### **On-line Support and Training**

#### **Expert Help To Get You Started**

**Extensive Embedded Help** 

First time clients purchasing multiple Evolution licenses on behalf of an organisation where those licenses will be used are entitled to a free Orientation session to help them get set up for their programme of work.

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

#### User Main Menu **Control Tower** evolution Sconarios Heare Hear Groupe (2) Licensing (0 Help Content **Control Tower Help - Introduction** 炅 Orientation Guide **1** Control Tower Manual Comprehensive Task List Coordinator Core Concepts 灵 Applying SimVenture Evolution **Basics** aching & Learning Resources Education User Manual **Control Tower** Introduction ant 🌩 🖂 To view videos in full screen mode, click the expand icon (x) above.

If you would like to purchase training or have any further queries, please contact your Learning Development Manager directly or visit the <u>website</u> for further information.