

COMPUTER MANAGEMENT GAMES FOR BUSINESS EDUCATION IN BULGARIA



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“...a **man plays** only where he is a man in a full sense
of the word and he is entirely a **man** only where
he **plays**”

Friedrich Schiller – “*Letters on
aesthetic education of Man*”

SOME HISTORY

- Games, gaming, educational games
- First educational games on decision making – Germany 19th century. Strategic Games.
- Management (Business) games – 1920s
- Management simulations and group dynamics
- Computer Management Games

CLASSROOM (PASSIVE) METHODS OF EDUCATION



THE BATTLE OF WATERLOO

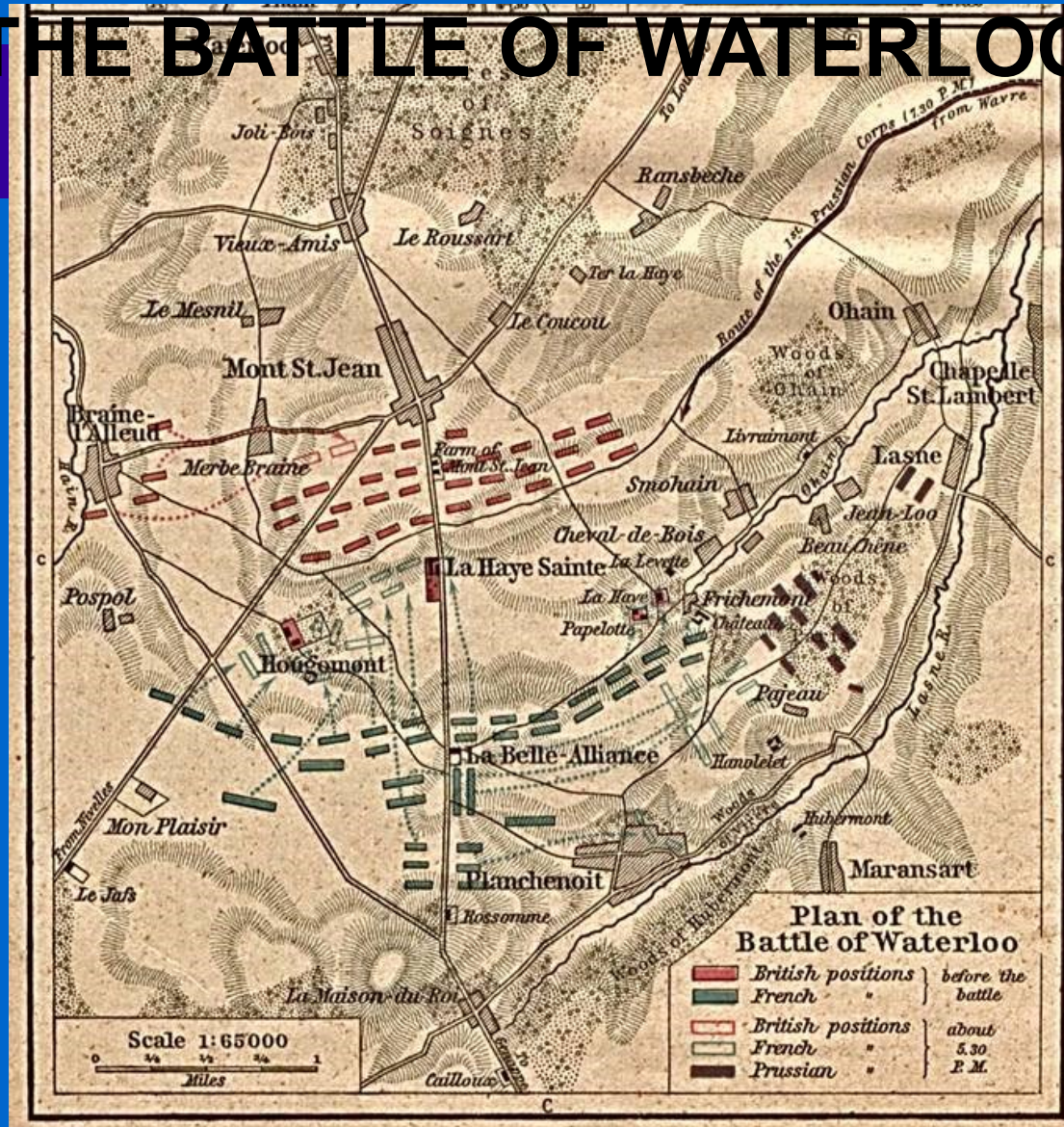


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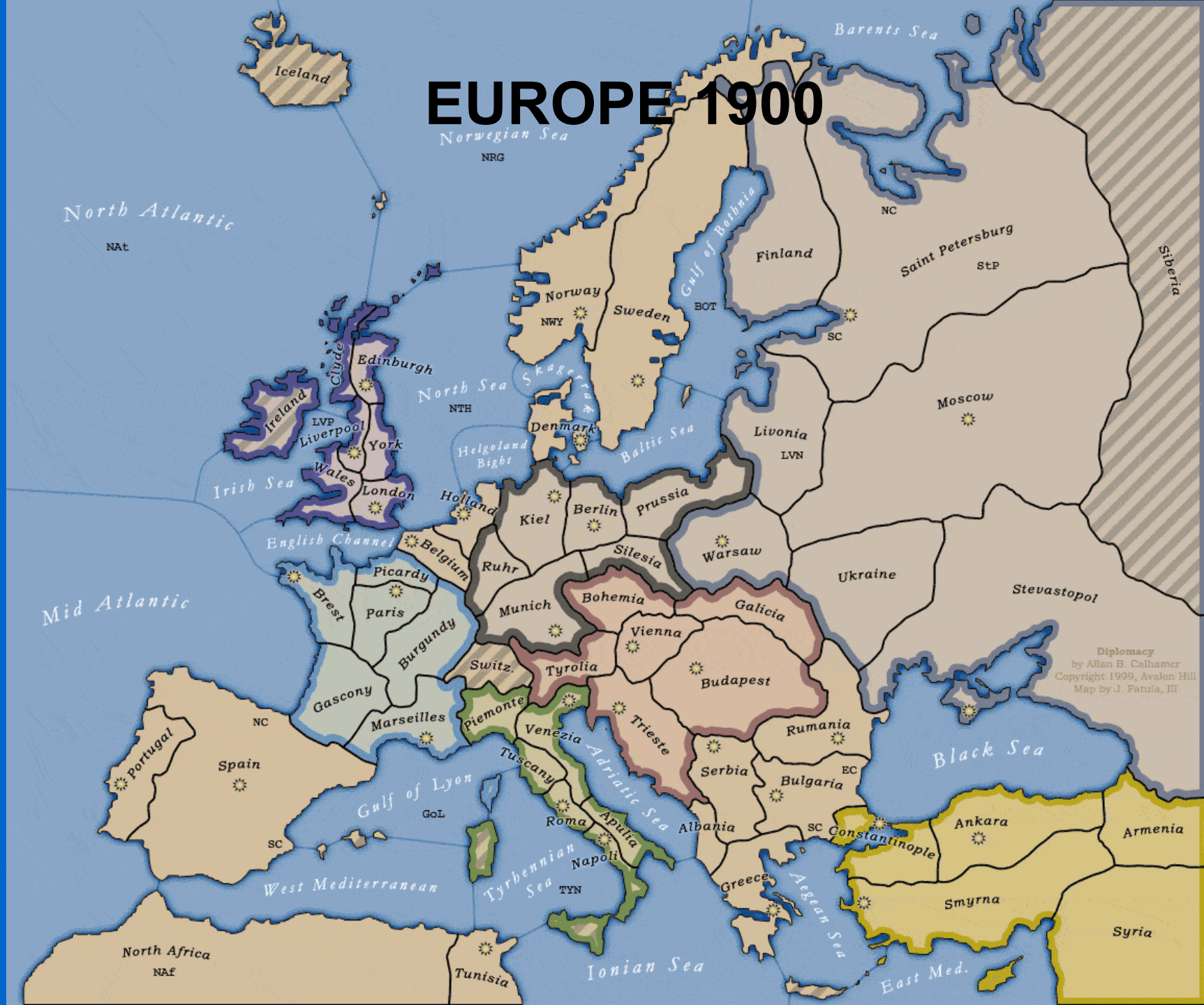
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EUROPE 1900



DEFENDER OF THE CROWN

Your Orders?

Hold Tournament

Seek Conquest

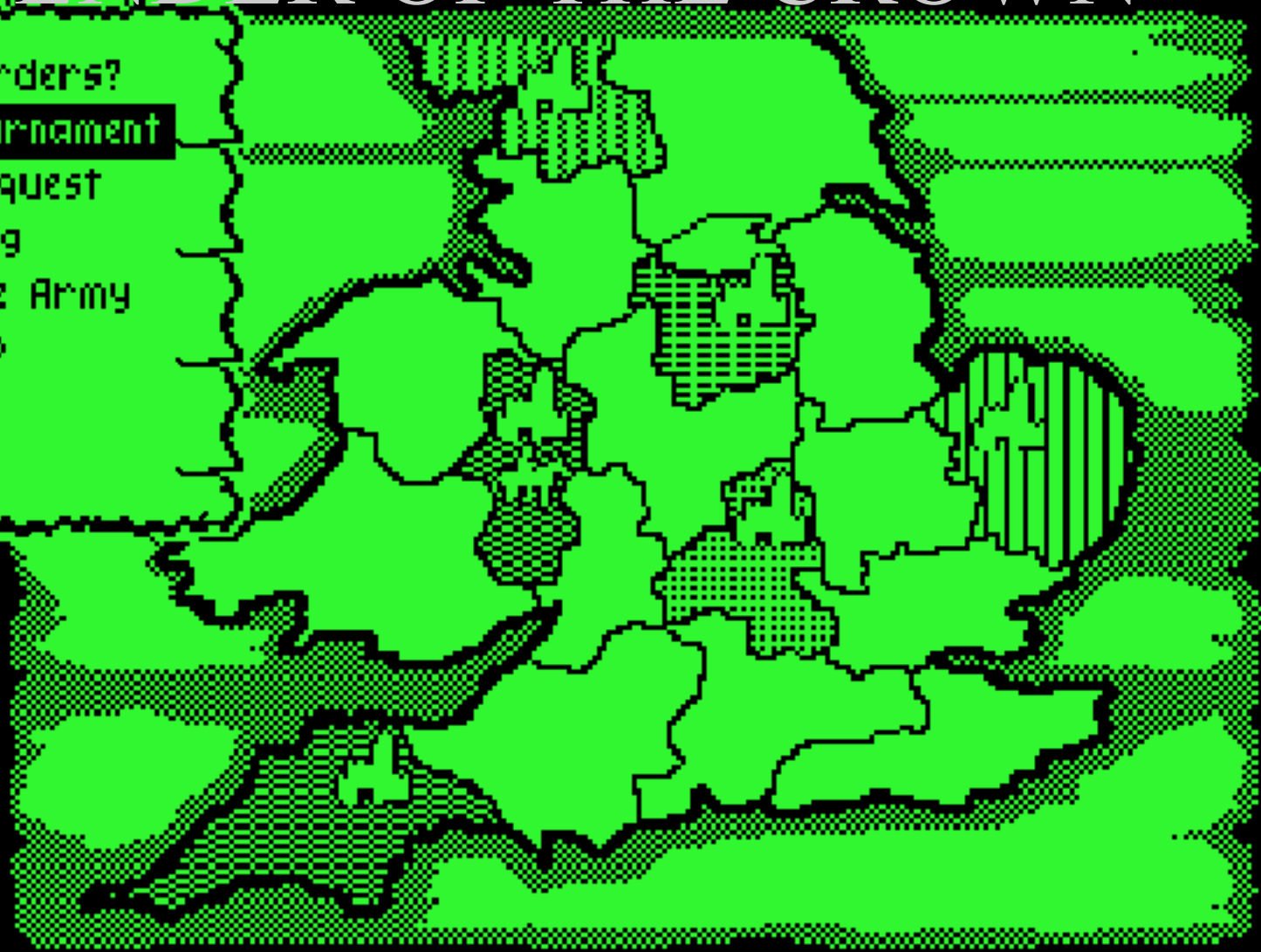
Go Raiding

Buy Home Army

Read Map

Pass

Options



COMPUTER MANAGEMENT GAMES (CMG)

- First CMG - AMA Business Game (developed by American Management Association in 1956)
- 1960s and 1970s – Business games for Top managers (later on for university students)
- CMG – the most effective method for active training for adults
- Nowadays – CMG in every college, business school and University

COMPUTER MANAGEMENT GAMES IN BULGARIA

- First CMG for Top Managers – a version of IBM Business game, 1970
- CMG, based on Bulgarian cases – since 1972/1973
- CMG in university education - 1974 (first steps), and on a regular base since 1976/1977
- Since 1991 the use of business simulations and gaming (and other active methods) increased considerably

MAIN FEATURES OF CMG

- Teamwork
- Computer simulation models
- Instructors' team
- Combining various pedagogical methods
- Integrative nature of CMG
- Computerization and Internet

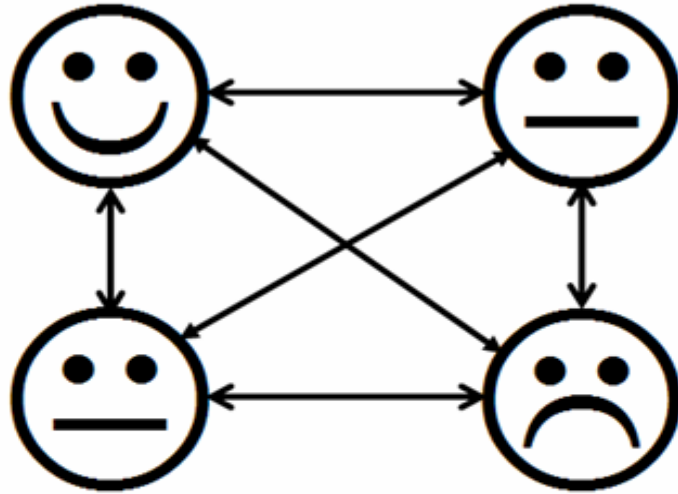
TEAMWORK

- Every team plays a company, competing with others in the framework of a certain scenario
- Every participant in a team plays a certain role (say CEO, Finance manager, etc.)
- Every team works out a set of agreed decisions, based on the business situation and intensive intragroup communications
- Autodidactic – spontaneous exchange of knowledge and skills between the team members, because of their various backgrounds and life experience



GOALS

DECISIONS



DECISION MAKERS

INTRAGROUP COMUNICATIONS

GAME CYCLE



MODEL

RESULTS



COMPUTER SIMULATION MODELS

- CMG is built on a certain computer simulation model of a business system and its environment (“The World we live in”)
- The model is a system of simultaneous equations and logical conditions
- The effects of the external random factors are incorporated in the model
- Gaming cycle





INSTRUCTORS' TEAM

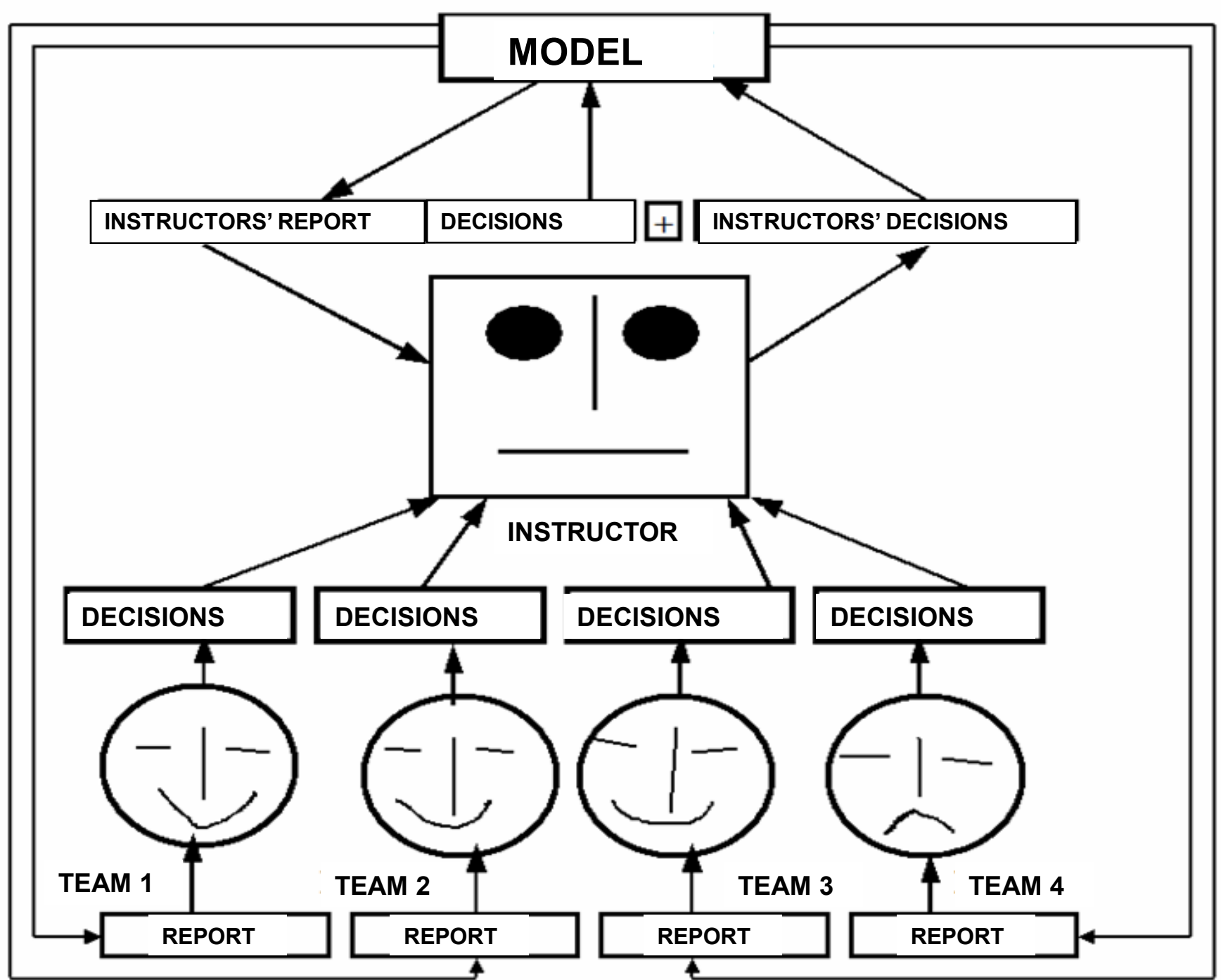
- Enforce the rules of the game
- Create a complex information environment
- Simulate various subjects such as public opinion, media flow, information sources, etc.
- Issue a newspaper (“The News”) informing on events for each game period. “The News” is published also online and express editions are sent as SMS.











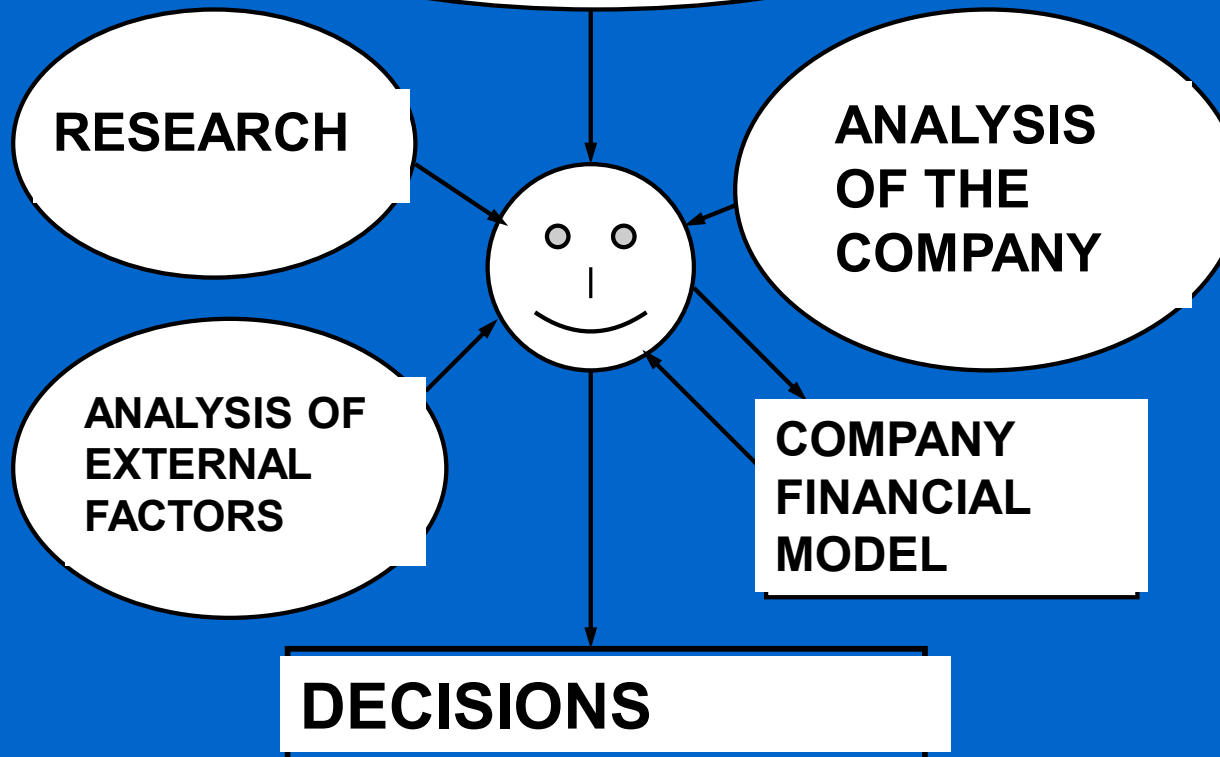








GOALS



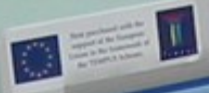


COMBINING VARIOUS PEDAGOGICAL METHODS

- Whenever possible CMG are combined with traditional forms (video materials, discussions, oral and written presentations, etc.)
- At the end of the game (at the shareholders meeting) every team represents its strategy and achievements and defend their case
- Every team prepare a report on paper and/or in electronic form for public discussion.
- The team is expected to prepare a high quality business presentation using graphics, multimedia, video cuts, internet pages, etc.
- All teams are evaluated on a multi criteria point system
- Video reportage of the game is used to analyze the game and the reactions of the participants

• • • INTEGRATING NATURE OF CMG

- Integrating teaching material from different lectures, topics and subjects
 - Bridging the real business life and “The World we live” (the game)
 - Integrating research activities with decision making
 - Developing decision skills in using simulation models and computer communication means
 - Involving intellectual as well as emotional sphere
 - Hedonistic element of the game (It is “fun”, “cool”)
- • • • • • • • • •



Microsoft Word Document

Това е нов документ. В него можете да въведете текст, да форматирате текста, да вставите таблици, рисунки и други елементи. За да видите повече опции, щракнете върху менюта в горната част на екрана. За да намерите помощта, щракнете върху менюто "Помощ" в горната част на екрана.

CTX

Ангел Ангелов
ОСНОВИ
НА МЕНИДЖМЕНТА

Част II

Глава 6: Организация на работното място
Глава 7: Управление на качеството
Глава 8: Управление на персонала
Глава 9: Управление на финансите
Глава 10: Управление на маркетинга

Глава 9

Организация на работното място

В тази глава ще разгледаме някои от основните задачи на организацията на работното място, а именно:

- Определяне на структурата на организацията
- Разпределение на работните места
- Определяне на длъжностите и задачите
- Определяне на отговорностите

За да можете да организирате работното място на своята фирма, трябва да знаете много неща за организацията на работното място.

COMPUTARIZATION AND INTERNET

- CMG are INTERNET blended
- INTERNET/INTRANET ensure dynamic communication among the teams and develops business skills in modern information environment
- The participants are encouraged to use computers and INTERNET and to develop simulation models to support their decisions





ЮНИСИ

делова и

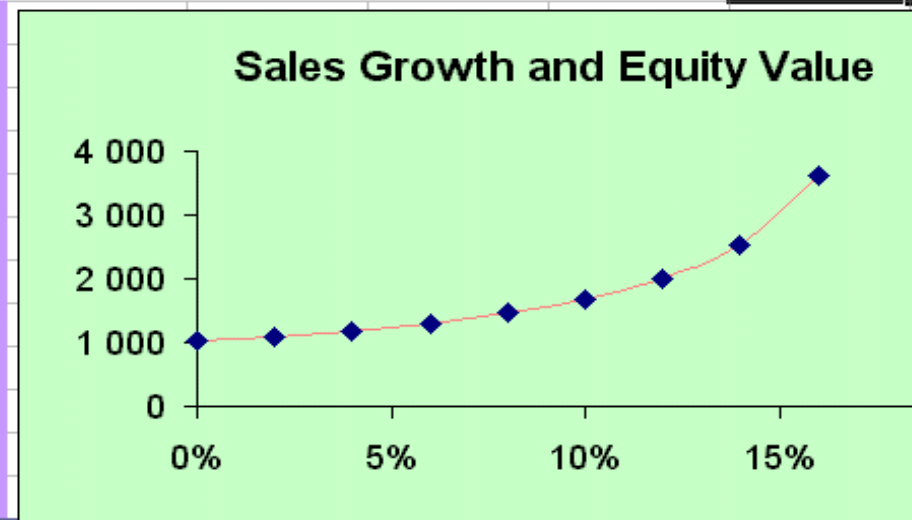
Тези страници съдържат подробна информация за деловата игра "ЮНИСИ". Тук са представени правилата на играта, нещата на организациите и пропуските, системата за оценяване на участниците, допълнителна информация за производството, използването и разпространението на шоколада. От страницата можете да се включите в дискусии за играта, както и да се изпратят информации за обратна връзка.

PR VIEW



ГРУПКА ВАДА С ИСТОЧНИК

	A	B	C	D	E	F	G
1	FIRST FINANCIAL MODEL						
2							
3	Sales growth	10%					
4	Current assets/Sales	15%					
5	Current liabilities/Sales	8%					
6	Net fixed assets/Sales	77%					
7	Costs of goods sold/Sales	50%					
8	Depreciation rate	10%					
9	Interest rate on debt	10,00%					
10	Interest paid on cash & marketable securities	8,00%					
11	Tax rate	40%					
12	Dividend payout ratio	40%					
13							
14	Year	0	1	2	3	4	5
15	Income statement						
16	Sales	1 000	1 100	1 210	1 331	1 464	1 611
17	Costs of goods sold	(500)	(550)	(605)	(666)	(732)	(805)
18	Interest payments on debt	(32)	(32)	(32)	(32)	(32)	(32)
19	Interest earned on cash & marketable securities	6	9	14	20	26	33
20	Depreciation	(100)	(117)	(137)	(161)	(189)	(220)
21	Profit before tax	374	410	450	492	538	587
22	Taxes	(150)	(164)	(180)	(197)	(215)	(235)
23	Profit after tax	225	246	270	295	323	352











2 11,40
3 12,50
4 13,80
5 15,40

2 11,50
3 12,50
4 13,80
5 15,30
16,50

6
7
ПЕЧАЛБА
ТОЧКИ
ИК. ПРОД.
Σ

НАЛБА
ЧКИ
К. ПРОД.
ИСКЛЮЧЕНИЯ

КАЛИФОРНИЯ







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About the authors



Prof. Ph.D. Angel Marchev is one of the pioneers of implementing computer business games and active methods in education for adults in Bulgaria. Over the last 35 years he has educated more than thirty thousand students and managers using over hundred and twenty CMG and other active methods in his courses. He teaches courses such as “Simulation and gaming in management”, “Business games”, “Modeling” and “Financial modeling in management” at the University for National and World Economy and Bourgas Free University among several others business schools and colleges.

Prof. Marchev has been among the first members of ISAGA since it was founded and was member of the steering committee of ISAGA almost until 1990. He was also a member of EESAGA. Now he is establishing BASAGA in Bulgaria.

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About the authors



Asist. prof. Angel Marchev, Jr. has been educated by computer games since the age of four. By the time he finished high school he already participated as Instructor for various CMG and active methods for education so he has more than 15 years of teaching experience. He teaches variety of courses and has excelled at implementing active methods in all of them. He is a Ph.D. at computer simulation and modeling.

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