



**New ...
from Don Porter Associates, Inc.**

BME ...a business management simulation that improves team and business management skills.

! BME, a team entrepreneurial business management experience, is a dynamic exercise in which the participants learn by doing. In the process they improve their business acumen, strategic thinking, opportunity analysis, and bottom line awareness.

! Three, four, or five teams can play BME. The teams manage competing companies for the purpose of manufacturing and marketing a product.

! BME can be played as part of a company management program or as a separate management training and development program. The simulation is also excellent for use in a quarter or semester business policy or strategic management course both at the undergraduate and graduate level.

! BME is very flexible. It can be played in a conference workshop setting, in a classroom, via Internet e-mail or a combination of them.

! BME is very economical. All the simulation manuals, workbooks and exercises can be printed from the BME CD-ROM software package.

BME ... a team entrepreneurial business management experience

What is BME ?

BME a team entrepreneurial business management experience is a DPA Global (Don Porter Associates, Inc.) Business Management Simulation. It is a computer based simulation that improves team and business management skills. It is a dynamic training and development exercise in which the participants learn by doing. The participants experience managing a business, working in teams and making team decisions. In the process they improve their business acumen and come away with a greater understanding of what makes a business successful.

BME deals with the simulation of running a business and making decisions under conditions of competition and both economic and technological uncertainty. Several teams of players (three to five) manage competing companies for the purpose of manufacturing and marketing a product. Typical management decisions (marketing, financial, production and R&D) are made at quarterly intervals and various computer reports are generated based on these decisions.

The question is often asked “why a business management simulation?” Would it not be just as effective to teach business and teamwork skills in a classroom environment? The answer is quite frankly “No”. We have found that business and teamwork skills are best taught in a business simulation environment where the participants can actually experience managing a business and working in a team; and where they have to live with the results of their decisions without actual financial repercussions. In the process they come away with a greater understanding of what makes a business successful and improved business acumen.

The participants learn by doing. BME utilizes an experiential approach to learning, it capitalizes on the experience and understanding of everyone participating in the workshop by using his or her own experience as valuable inputs. Confucius once said: *“what I hear I forget, what I see I remember, what I do, I understand.”*

What are the benefits? What do the participants get out of BME?

- the opportunity of managing a business and making decisions under conditions of competition and both economic and technological uncertainty
- a greater understanding of the impact the strategic planning process has on the success of a business
- a greater understanding and appreciation of all the functional areas of a business
- a greater understanding of how all the parts of a business must function in an integrated manner in order for a business to meet its objectives and be successful
- an appreciation of the complex and interlocking nature of business and in the many dimensions of success and failure
- improved business acumen and a greater bottom line awareness
- the opportunity of sharpening their business management skills in strategic thinking and planning and opportunity analysis
- the opportunity of working in a business environment different from their own, and of discovering new paradigms which can be related to their present business environment
- the opportunity to experience the successes and failures of the business world without actual financial repercussions
- the opportunity of improving team leadership, teamwork, and team decision making skills by working in a team and getting feedback on their decisions
- an excellent and enjoyable learning experience

What is unique about BME? What are some of the design features?

— the participants pre-reading and reference manual and the participants exercises are contained on the CD-Rom and may be either viewed on the screen, printed out, or additional copies photocopied

— the administrator's manual is contained on the CD-Rom and may either be viewed on the screen or printed out

— the administrator's presentation(which is optional) is contained on the CD-Rom and may either be viewed on the screen, printed out as a handout for the participants and/or presented to the participant's using an LCD panel or projector

— can be conducted as a management training and development exercise or can be integrated into other management training and development exercises

— in addition to being an effective training and development exercise it can also be conducted as an assessment exercise

— a number of simulation enhancements can be made on an optional basis such as special orders sales presentations, bank visits, strategy presentations etc.

— there are several programs within the simulation which help the participants in the decision making process such as the financial projections and review program

— there are also several administrative programs which enhance the simulation effectiveness such as being able to edit the newsletters and to restore the admin database and to rebuild the team disks

— the simulation may be played: 1) during a one or two day workshop or spread over a period of time; 2) on one computer or several computers; and 3) in a workshop setting, on an intranet, on the internet, or on a combination of them

— the simulation has a proven worldwide history of acceptance and credibility

What is a typical schedule when playing BME?

The simulation can be divided into four main parts:

- Part 1 Participant's Pre-Readings
- Part 2 Strategy Formulation
- Part 3 Qtr Decisions and Strategy Revisions
- Part 4 Simulation Critique

Part 1 Participant's Pre-Readings

The purpose of the participant's pre-reading is to give the participants a thorough understanding of the "ground rules" and the various elements of the business management simulation.

This is necessary for effective decision making during the simulation and to eliminate poor decisions made because of a lack of understanding of the simulation "ground rules". The participant's pre-reading also serve as a reference manual during the simulation.

Part 2 Strategy Formulation

Strategy Formulation permits the participants to think through their objectives and strategies and to test the financial implications of them by making sales, profit and loss, and cash flow projections before they make their quarterly decisions.

Part 3 Qtr Decisions and Strategy Revisions

This is the actual playing of the simulation. Teams make quarterly marketing, financial, production, and R & D decisions; analyze their quarterly results; update their sales, P & L, and cash flow projections; and adjust their strategies as necessary.

Part 4 Simulation Critique

The simulation critique permits the teams to think through why they achieved the results that they did, what they learned in the simulation, how they worked together as a team, and what they would do differently if they played the simulation again.

Who was BME designed for?

BME was designed for managers, executives and professionals who need:

- 1) to improve their business acumen and become more profit or cost conscious
- 2) a greater understanding of the impact business strategy has on the success of a business
- 3) a greater understanding of the impact teamwork has on the success of a business
- 4) to become more of a generalist and have a greater understanding of the impact all the functional areas have on the success of a business
- 5) to improve their skills in:
 - strategic thinking
 - planning and opportunity analysis
 - teamwork and team decision making
 - managing in a competitive changing environment
 - managing in an environment different from what they normally operate in

What decisions do the teams make?

The teams make 12 quarterly marketing, financial, production and R&D decisions. In addition they make many decisions on strategy formulation and revision; sales, profit and loss, and cash flow projections; and how they work together as a team.

What reports do the teams receive?

The teams receive 11 reports each quarter which may be either viewed on the screen or printed out. The reports are: team decisions; team transactions; team sales; salespeople profiles; inventory; profit and loss; cash flow; balance sheet; financial ratios; industry newsletter; and team status.

In addition they receive the market research reports which they request and any e-mail sent to them. The teams also have the option of printing out their financial projections and simulation review results.

What reports does the administrator receive?

The administrator receives eleven consolidated team reports each quarter, a consolidated sales allocation report, and a team summary/comparison report. All the reports may either be viewed on the screen or printed out. The administrator also has the option of viewing on the screen or printing out all of the team reports and the team financial projections.

What are the time requirements for BME?

The simulation takes 8 to 24 hours to play depending upon the number of enhancements used in the simulation, the number of teams, and the grouping of decision periods. Plus, each participant is required to complete one to two hours of pre-reading prior to the start of the simulation.

What are the computer requirements for BME?

One to six computer systems with windows 95 or higher, 3.5 floppy (1.44), CD-Rom, min 16 MB Ram and 15 to 20 MB hard disk space. A windows compatible printer for each computer system. BME can be played on one computer system and printer but a computer system and printer for each team in addition to the administrator's system is recommended.

Questions or additional information?

For pricing and additional information or questions concerning BME or DPA's other business simulations, please contact:

Don Porter
Don Porter Associates, Inc.
1013 East David Road
Dayton, OH 45429-5513
tel 937 296 1555
fax 937 296 1383
web site: www.dpaglobal.com
e-mail don@dpaglobal.com