

DOING BUSINESS

Learn the essentials of business in an interactive way

The backbone of Good entrepreneurship is applying the cycle of planning & control: they choose determine your a goal, decide on pick a strategy, estimate market developments, apply employ your proper instruments, decide about your make budgets decisions, compute the results, and check the performance. These facets attitude are the backbone is the structure of our two online business games to be played online, Pure Business and Real Business, designed for business and economics students.

Fully interactive, The games are revolutionary, because they are fully interactive. Up to Ten teams, at the most, are competing in the same market to prove their knowledge and skills, and team spirit. Every The games suggest alternative courses of action choice is suggested by the computer and assessed each team's choices. Budgets and results must be computed and are elaborated upon straight away. Wrong They fully explicate erroneous calculations are split into steps and by dividing them into each step is supported with information about it.

Doing Business is:

- **Teamwork:** Teamwork and communication play a key role in the game
- **Disciplines Multidisciplinary:** Doing Business covers the disciplines marketing, finance and accounting.
- **Ease of Use:** Players have access to Doing Business via internet. Installation of software is not needed.
- **Multi-linguagual:** Doing Business is available in both English and Dutch; language can be switched as desired while playing.
- **Accessible:** Doing Business is Internet based; no software installation is necessary.
- **Team Building:** Doing Business fosters teamwork and communication.
- **Excel Skill Building:** By using Doing Business uses spreadsheets to sharpen users' will train their Excel skills.

Pure Business

Pure Business is about finesses users' Market strategies and results. Whether the users aim goal is to maximize profit or market share, they must make a variety of marketing choices. These include must be made about the marketing mix. P decisions about product price, sales promotion budget and PR public relations budget, all of which must be decided upon. However all of this must correspond be related to a correct estimation of current market developments. In appraising current market value, users must consider, influenced by seasonal patterns as well as nd the behaviour of competitors' actions. After the teams estimate market developments, Pure Business computes their real-life results, the computer is able to compute the economically rational results and then thoroughly rechecks their original models. is checked again for all calculations. Hints are available from the game if Pure Business provides hints about team mistakes, but corrects answers them only only at price of increased administrati ve on costs to the business model.

Once all teams have finished complete their budgets, the Pure Business numbers are runs the numbers against the market and computes actual results are computed. Only the It presents only

Comment [YS1]: I'm not sure if "instruments" is the most appropriate word. Is this the specific word that is used in reference to business, or is the word "tools" perhaps a suitable replacement?

Comment [YS2]: Also, I think this list is too long, and unless it is crucial, I would delete this item altogether.

Comment [YS3]: Are these trademarked? A trademark symbol would work well to differentiate the names of your products from the rest of the text- right now the name blends in a little too well with the text.

Comment [YS4]: I saw this sentence in the section "Doing Business: how to Play" and think it really clarifies the context.

Comment [YS5]: I don't think team spirit is necessary, unless you want to talk about their ability to cooperate.

Comment [YS6]: I am repeating the game's name because this repetition creates product familiarity in readers' minds and also enforces the idea that the game is a great product and it's this specific one that they need to get.

actual sales volume ~~is presented~~ to each team; ~~Other~~ marketing information can be purchased against administrative costs. It ~~then prompts~~ Each team ~~must to~~ compute its actual financial results, stock position, and retained profit. ~~The~~, after which it ~~can report~~ its ~~variance~~ budget and goal discrepancies against budget can be reported on. ~~These results finish~~ This marks one cycle of planning ~~and~~ control.

~~This is very realistic~~ Doing Business' realism is unsurpassed. ~~Many b~~ Businesses claim to win a certain market share, yet ~~they overcome away with~~ yield much far less business revenue than planned. ~~The team has to re-assess their position and learn~~ Through the Doing Business's constant feedback ~~the game provides~~, game players must continually reassess their position and learn how to win ~~obtain~~ their position ~~stated~~ objective they set out to achieve.

Real Business

Real Business ~~is about~~ enhances game players' financial strategy and reporting skills². As most entrepreneurs discover after an enthusiastic start, the real world ~~requires~~ demands more than an excellent market strategy ~~es~~, even strategies with promising results. Sound financial policies ~~is~~ are needed to ~~create~~ maintain a solid existence solubility. Budgets and actual figures and budgets for a profit ~~and~~ loss accounts, a cash flow statements and balance sheets are required to survive. Ratios are ~~needed also necessary~~ to follow track the financial successes of the company's financial success over time.

Real Business provides ~~s~~ Step by step financial reports ~~are introduced~~ to improve the financial insight of the ~~team~~ users' financial insight. Starting ~~Beginning~~ with the accounts of a sole trader's accounts, ~~the~~ it presents reports ~~are presented~~ from the perspective of management accounting's perspective. ~~Then the~~ It then introduces the buying and selling of fixed assets and incorporates ~~is introduced and the~~ value added tax. Last but not least, ~~the transformation to external accounts of~~ it transforms a limited liability company to external accounts ~~is made in order to create a view onto~~ facilitate users' understanding of financial accounting.

These features ~~is~~ makes the ~~game~~ Real Business of value ~~incredibly valuable~~ to people ~~who~~ those would want to learn about ~~explore~~ marketing and sales. ~~Market share, and what it feels~~ Real Business realistically portrays gaining or losing market shares. It is ~~a~~ A good introduction to finance for non-financial managers; ~~Real Business~~ is ideal for students ~~and as well as for~~ main board members.

Comment [YS7]: Do we need both phrases, or is just the term "figures" enough?

Comment [YS8]: Is "management accounting" a specific term? Could "an accounting perspective" be substituted?

Comment [YS9]: "financial accounting." Redundancy- in this context, there is no other type of accounting.

Comment [YS10]: I hope the meaning remained the same here: I was trying to get out of the "passive" voice and into the more clear and direct "active voice."