



# Do business simulation games improve a graduate's employability?

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# Businesses report that....

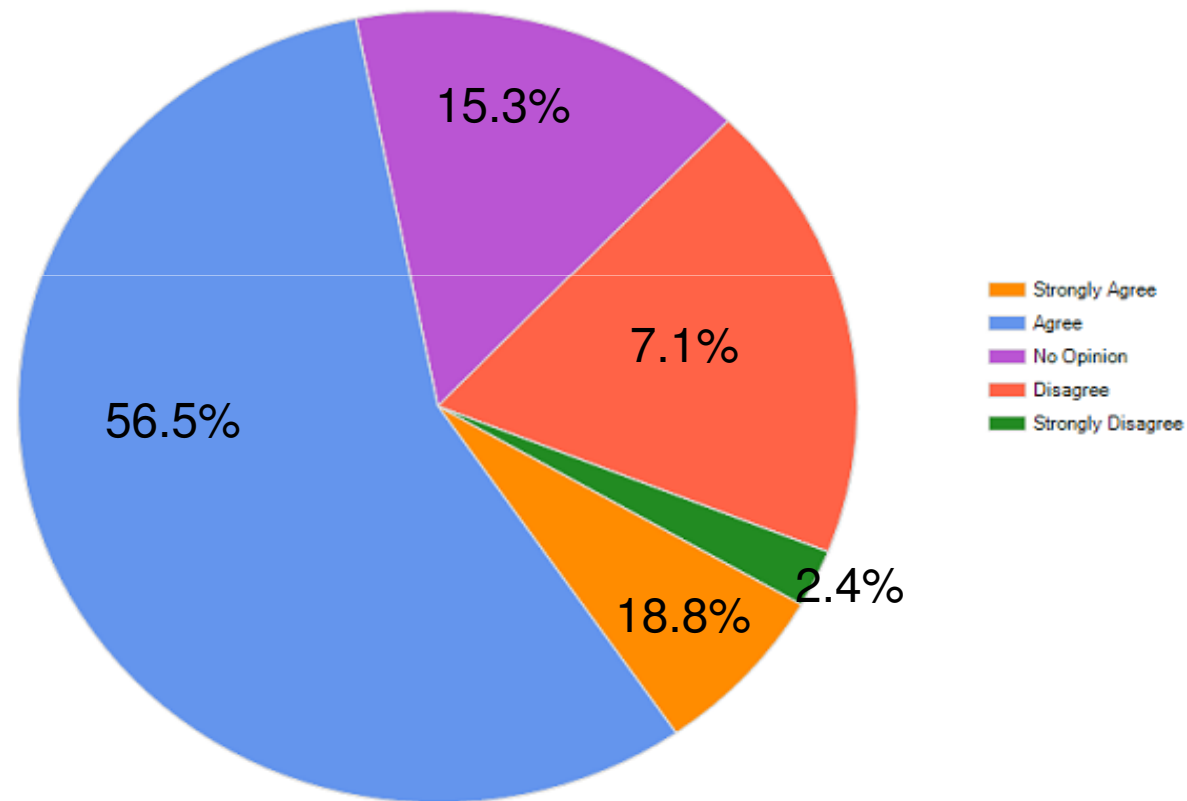
- ❑ Graduates do not have the skills (CIPD,2010, Leitch, 2006, p1)
- ❑ HE under pressure to develop innovative courses (Li et al., 2007, p.25)
- ❑ People learn best from everyday experiences (Anon, 2004)
- ❑ Reality based, experiential learning (Smart et al., 1999. p206)
- ❑ Transfer of knowledge into businesses (Smith and Van Doren, 2004, p/66.

# Rationale and research design

- ❑ To assess whether students perceive that business simulation games helps to improve business skills and employability
- ❑ To assess impact of reality based learning v traditional methods
- ❑ Mixed approach with 132 second year UG students, 10 degree courses 3 faculties.
- ❑ Pre-start up questionnaire, and again on completion

# Impact of using Business Simulations

To what extent do you agree that the business simulations you have used have improved your overall business skills?

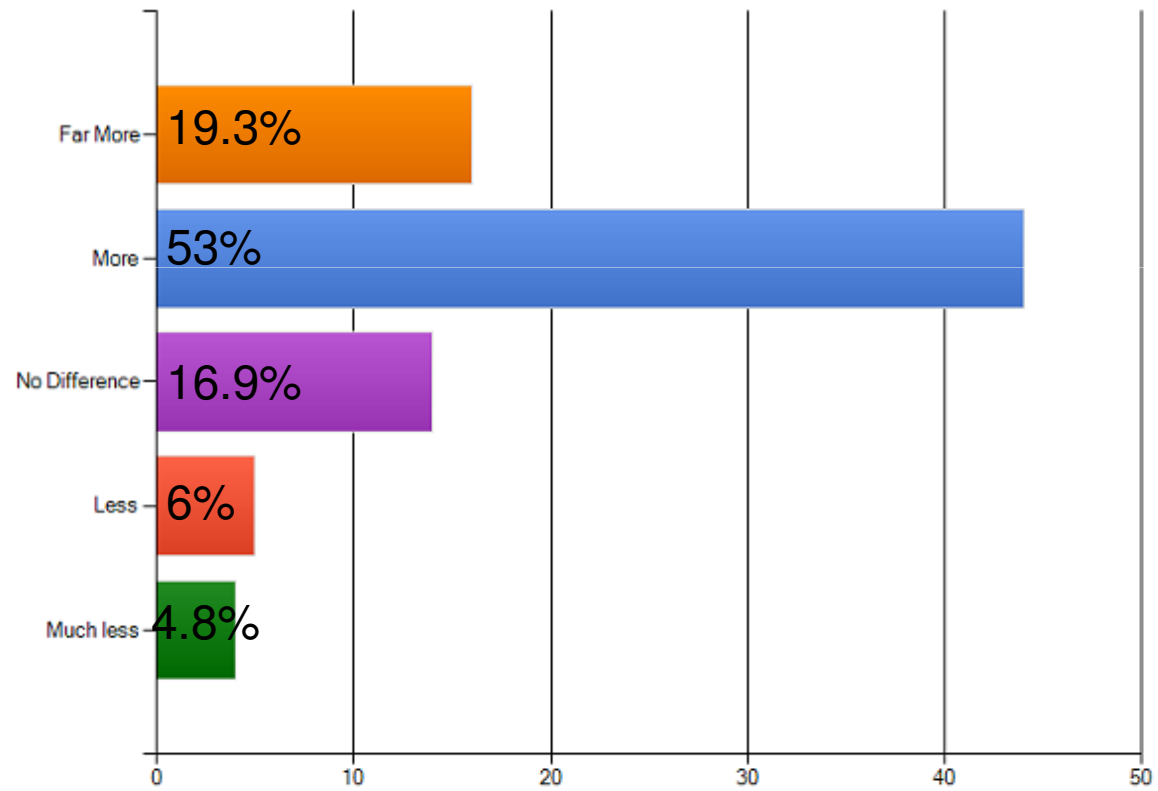


# Skills Improved

- All aspects of running a business
- Costs and finances
- Teamwork
- Reacting & making practical decisions
- Management skills
- Marketing - application of theory
- Analysis

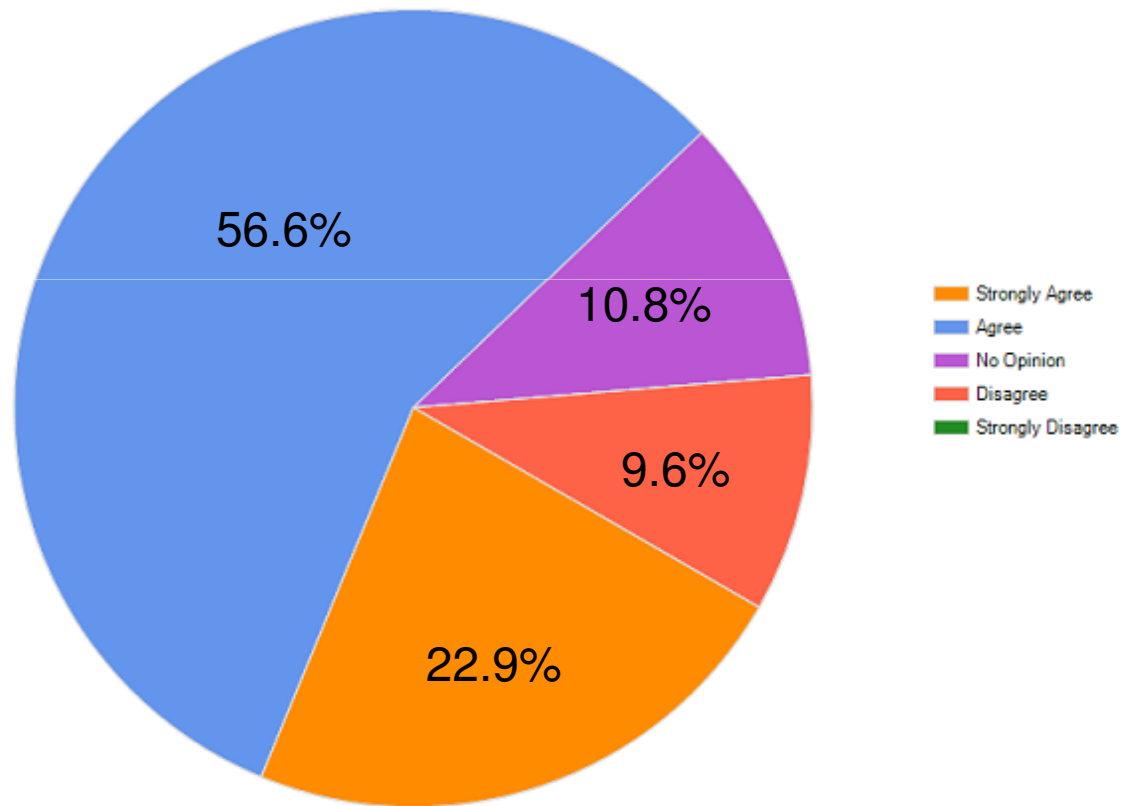
# Engagement with business simulation activity

To what extent do you think you have engaged more with this business simulation activity than lecture based teaching methods?



# Effectiveness of SimVenture as a Learning Resource

To what extent do you agree that using SimVenture is an effective method of learning about how marketing fits with all aspects of business?



# Outcomes

- Improved attendance
- Improved pass rates
- Increase in student engagement
- Increased student satisfaction
- A win-win for everyone



**Students own comments.....**

Qualitative feedback



# Conclusions & Implications for graduate's

- Perception is that simulation games do improve overall business skills and employability
- Reality based learning v traditional teaching was preferred

# Any Questions

