



OneDay Strategy Simulation: An Interactive Learning Experience

This experiential learning simulation develops the professional knowledge and soft skills necessary for understanding and applying business strategy. Module instruction includes a combination of assigned readings and simulation. The purpose of this module is to learn, develop, and apply the professional knowledge and soft skills associated with business strategy in the workplace.

The learning hub for this module is OneDay Strategy Simulation, a multi-episode Interactive Learning eXperience (I-L-X) simulation that teaches learners about the concept of strategy, communications, time management, critical thinking, and decision making. OneDay introduces and reinforces how to make good business decisions and develop viable business strategies. OneDay is a business simulation experience that follows Emma, a relatively new employee of North South Airlines. Through Emma, the simulation addresses a strategic issue for the airline company. Emma assesses her environment, gathers information along the way from various characters and other information sources, makes decisions, and then presents recommendations.

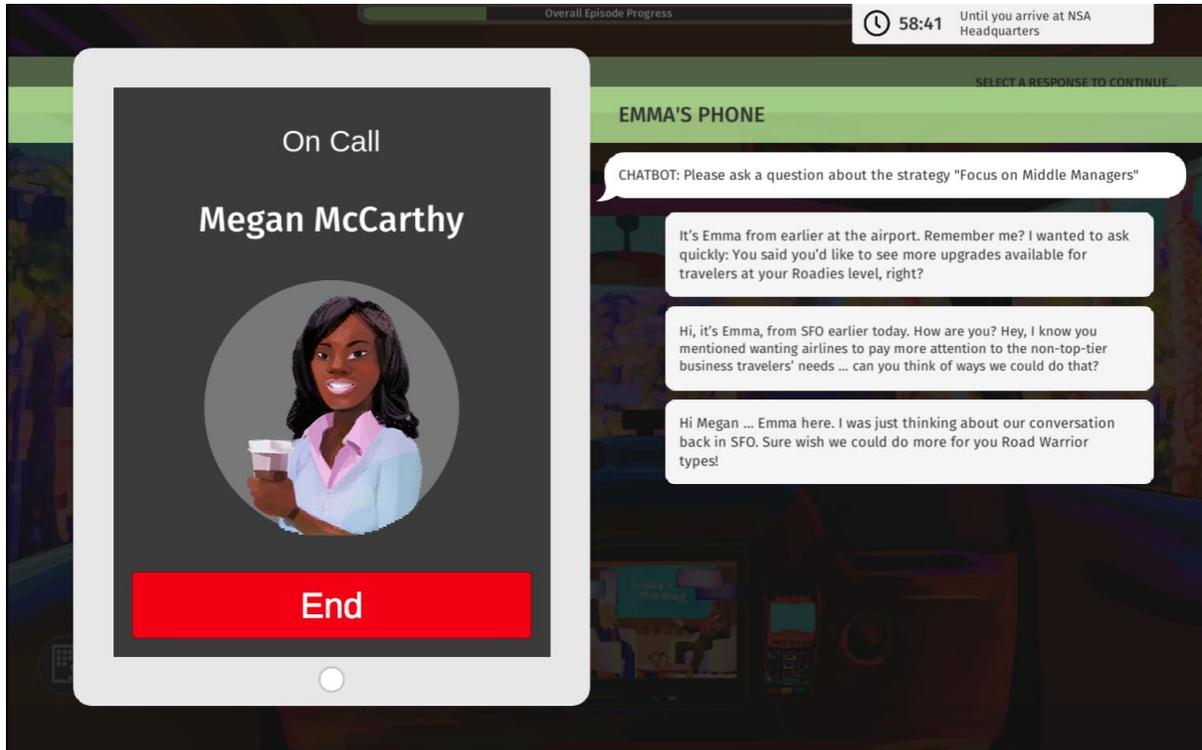
OneDay is designed to engage learners in completing real-world activities whereby the learner can apply and demonstrate mastery of the knowledge and skills needed in today’s business environment.

Learning Outcomes

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| 1. Model time management within a business setting. | 4. Conduct feasibility and implementation analysis. |
| 2. Recognize operational opportunities and constraints. | 5. Effectively communicate strategy recommendation to stakeholders. |
| 3. Formulate strategic options and quantitative support for strategic options. | 6. Make informed decisions based on collection of data and information from key stakeholders and other valid sources. |

Recommended Learners

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| ➤ Undergraduate students in a capstone course. | ➤ Learners wanting to develop their knowledge and application of soft skills. |
| ➤ Academic leveling for graduate students. | |



An example of a learner engagement event in OneDay Strategy Simulation: An Interactive Learning Experience.

Applications and Best Practices

- ✓ Integrate into a course to teach business integration and strategy.
- ✓ Enhance business acumen and strategy skills.
- ✓ Develop skills of working professionals.

Pricing
Module is Approximately 12-15 Learner Hours

1-100 Learners per Year
 \$150 per Learner

101-500 Learners per Year
 \$140 per Learner

500+ Learners per Year
 \$130 per Learner