



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 Strategy Simulation is an organizational simulation experience that follows Emma, an employee of an airline company, who is a relatively new employee of a company called North South Airlines. Through Emma, the simulation addresses a strategic issue for North South Airlines. Emma assesses her environment, gathers information along the way from various characters and other information sources, makes decisions, and then presents recommendations.

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

Outcomes

1. Model time management within a business setting.
2. Recognize operational opportunities and constraints.
3. Formulate strategic options and quantitative support for strategic options.
4. Conduct hypothesis testing and follow-up.
5. Conduct feasibility and implementation analysis.
6. Communicate strategy to key stakeholders.

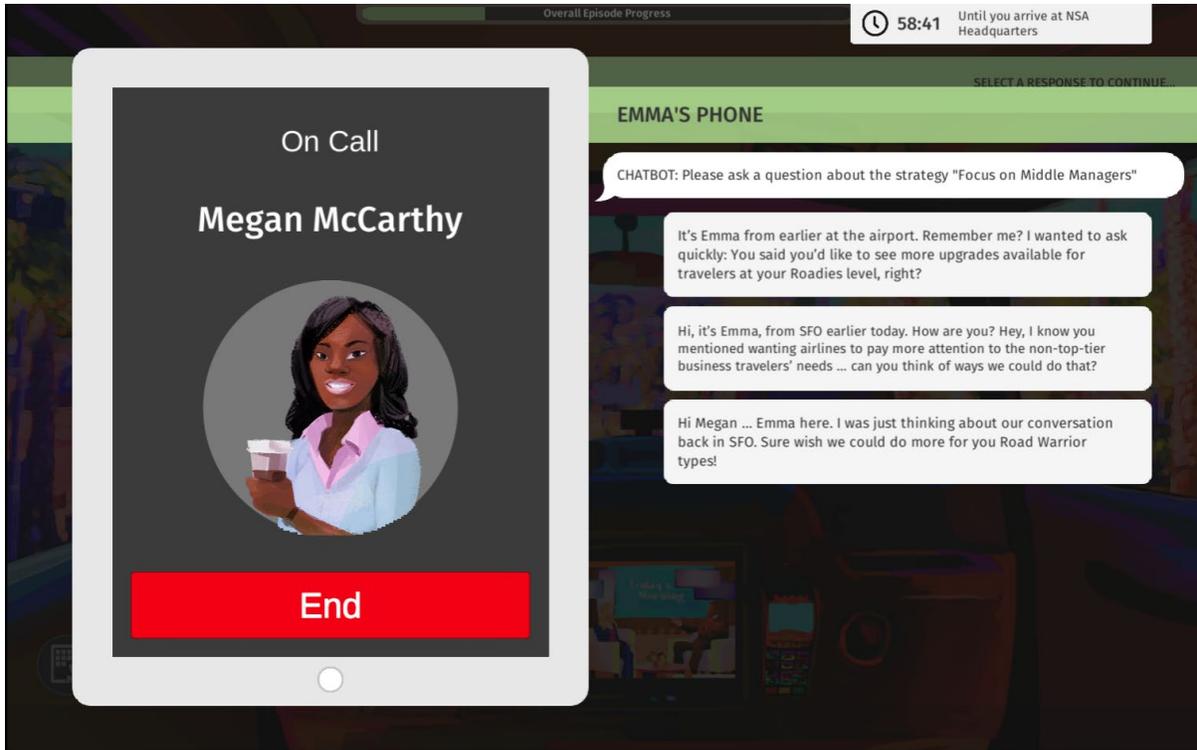
Recommended Learners

Higher Education

- Undergraduate students in a capstone course
- Academic leveling for graduate students

Business, Industry, Nonprofits, & Agencies

- Supervisors
- Managers
- Newly hired management personnel
- Entrepreneurs



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

Applications and Best Practices

Higher Education

- ✓ Use in an undergraduate course to teach business integration and strategy.
- ✓ Use in a graduate course to teach business strategy and operations management.

Business, Industry, Nonprofits, & Agencies

- ✓ Use with new employee orientation to teach business fundamentals, key soft skills, and business strategy.
- ✓ Teaching business strategy concepts to new entrepreneurs and business start-ups.

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