



Educators' Technology Clinics

Student Project Profile

Course: LTMS 603 Engaging with Learning Activities, Games & Simulations

Project Name: Entrepreneur Board Game

Project Audience: Entrepreneur Leadership Program Students

HACC Institute for Entrepreneurial Studies

Project Description: The game is designed to review the many decisions and variables that are needed to start and grow a business. Students select a business idea from twelve different models and input decisions about location, purchase of assets, and employees to determine a possible success rate. Then students spin the wheel of chance and venture out into the world of business ownership. Along the way, students earn or lose money until they reach the final exit plan, where they get feedback on their business success. The game can be played in a short period of time which promotes students playing several times to test the best possible solutions for various business decision points.

Audience Response: The game was introduced to a class of 12 entrepreneurial college students in my ENTR 271 class, *Starting and Growing a Venture*. I introduced the game at a point where we were reviewing model business concepts and what decisions can be made that impact the success or failure of the business. This was an excellent way to introduce and discuss these concepts and created lots of interesting discussions.

Improved Learning Outcomes: The project was a unique way to create a learning experience in a fun and entertaining manner. After the game, open discussion allowed for analysis of the different game scenarios and each student offered other scenarios that could occur in a real business venture. This project increased the interest level and participation of the students as opposed to the normal classroom setting.

What I Learned: The process of creating this game included a large amount of time exploring and researching tools for creating a game or simulation. I examined tools such as Adventure Maker, Scratch, Blender, Gliffy, Game Show Presenter, Sploder, and Raptivity. I used PowerPoint because I was most familiar with the software and was able to use Visual Basic to create a scoring component. I also used probability in an Excel spreadsheet to determine a scoring ratio based on decisions made at the beginning of the game and incorporated the results into PowerPoint. Through this process I learned the power of these tools and different ways they can be used.

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