



OneDay: Business Strategy Simulation

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, a multi-episode Interactive Learning eXperience (I-L-X) business simulation that teaches learners about the concept of business strategy, communications, time management, critical thinking, and business 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, 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 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.

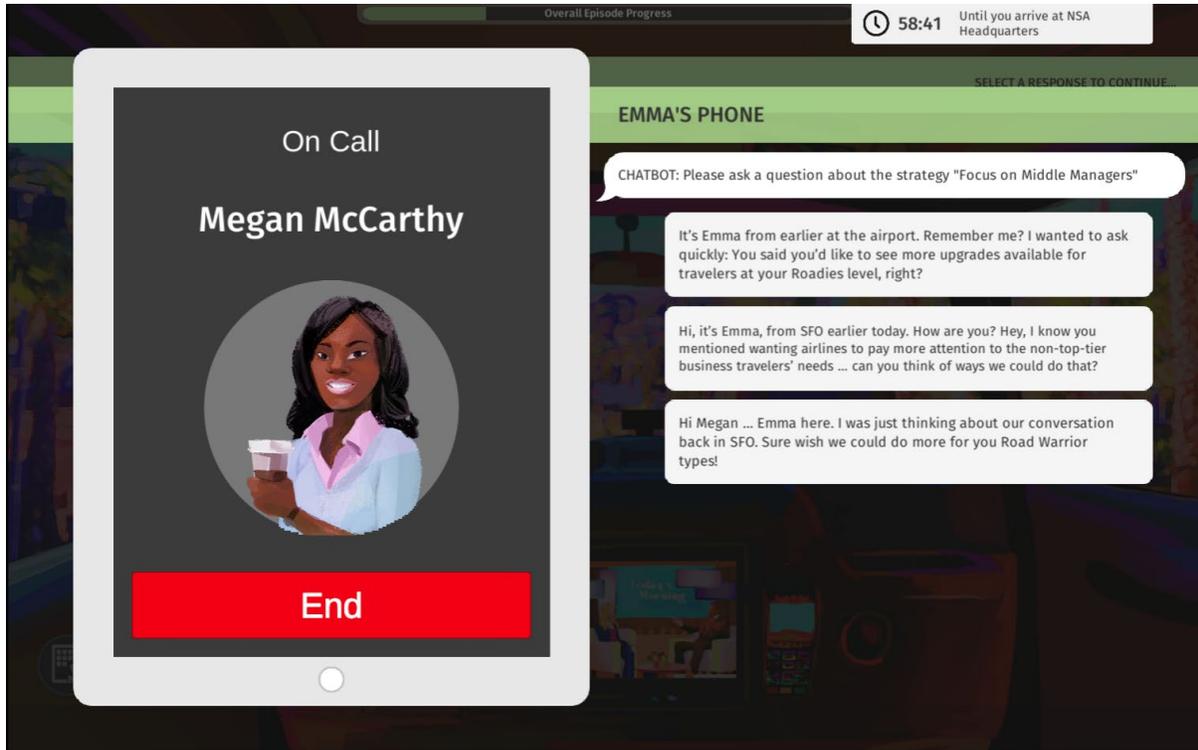
Recommended Learners

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 the OneDay simulation.

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 55-60 Learner Hours

1-100 Learners per Year
\$285 per Learner

101-500 Learners per Year
\$270 per Learner

500+ Learners per Year
\$255 per Learner