

Your class gives your students everything.

Interesting lectures, hands-on labs, relevant case studies.

What more could you give them?

Real experience.

With Web Marketplace, you can.

PRODUCT DEVELOPMENT



MARKETING



OPERATIONS



TEAMWORK



ACCOUNTING



FINANCE



## WHAT IS WEB MARKETPLACE?



Web Marketplace is a state-of-the-art business simulator. It combines a powerful simulation model that has been constantly refined for more than 12 years, with the latest Internet technologies.

Web Marketplace is a powerful, yet entertaining way, to learn how to compete in a fast-paced market where customers are demanding and the competition is working hard to take away the business.

The simulation immerses students into a virtual business world where they build an entrepreneurial firm, experiment with their business strategies, while competing with other virtual companies.

Students manage their firm through several decision cycles, which represent quarters in the life of their company. Repeatedly, they analyze the situation, plan a strategy and then execute it out into the future.

*Web Marketplace is the business "flight simulator".*

## HANDS-ON LEARNING

Students execute true-to-life business decisions. They work in teams with real time pressure and face great uncertainty from the outside environment and from their own decisions. As they repeatedly analyze their performance and revise their strategy, they internalize business concepts and ways of thinking.

The virtual business environment stimulates the competitive spirit. This competitive excitement is infectious. More importantly, it drives the learning. The focus is on outsmarting the classmates in a friendly competitive game. Learning takes place as a necessity to master the game and perform better than the other teams.

*Imagine making your students feel like they are playing a game while they are hard at study. They will love your class.*

## LEARNING STRATEGY

The students start a new venture and then gradually build the business. As the players work through the business life cycle, new decisions and managerial content is being phased in as they become relevant to the current business situation. Students see how various tools and ways of thinking become useful as the firm expands its operations and must take on new tasks and responsibilities. In this way, the logic of business practices becomes more intuitive.

Important activities like the strategic planning, creation of customer value, budgeting, and profit analysis are repeated throughout the exercise. This is the best way to set them in the natural thinking of the students.

The incremental approach with frequent repetition allows students to gradually absorb the entire complexity of the business process.

## THE BIG PICTURE

In Web Marketplace, players deal with business fundamentals and the interplay between marketing, operations, finance, accounting, and team management. They discover the nature of real-life business decisions, including the linkages among parts of the business, conflicts, tradeoffs, and potential outcomes. Over the course of the entire exercise, the players' understanding of the connections among the functional areas of business grows at an exponential rate.

## **EASY TO SETUP, NO ADMINISTRATION WORK**

No downloads, no installations, no floppy disks. There is no need to beg your network administrator to install the software in the university lab computers. The Marketplace Processing Center will set up your simulation game according to your specifications and then handle the game administration.

Your students will use an Internet browser and their password to login to the simulation from any computer connected to the Internet. They will be able to work from school or from home – a flexibility they will appreciate. You will find Web Marketplace to be a great way to free yourself from administrative tasks so you can fully focus on teaching.

*Let somebody else take care of all the administrative work so you can focus on teaching.*

## **EASY TO USE**

Web Marketplace has an intuitive look and feel. The step-by-step directions guide the users through the tasks they need to complete within each decision period. Everything the students need to know is at their fingertips.

## **EASY TO MONITOR STUDENTS' PROGRESS**

As an instructor, you have an instant access to your students' assignments. With your password, you can monitor their progress online. You can view their decisions anytime, even before they are finalized. You can trace the activity of every single student within each decision period, and for the exercise as a whole. Web Marketplace prepares a variety of reports and graphs. These are designed specifically to help you recognize the strengths and weak points of the students so you can coach them accordingly.

*Monitor the progress of your students' assignments online - anytime, anywhere. By the click of your mouse.*

## **BALANCED SCORECARD AS THE MEASURE OF PERFORMANCE**



Web Marketplace automatically evaluates the performance of your students to simplify the final grading process. It uses the Balanced Scorecard as the measure of performance. The overall score is based upon the team's ability to create demand, earn a profit, satisfy customers, invest in the future, manage assets, motivate employees, and create wealth for stockholders. The Balanced Scorecard helps you easily identify the strengths and weaknesses of a team or compare the results within the class.

## **DISTANCE LEARNING**

Students can log in to Web Marketplace from anywhere at any time. The Virtual Team feature allows the team members to access team data over the Internet from different locations simultaneously.

## **MORE INDEPENDENCE**

The Web Marketplace users are not limited to using Windows operating systems. Web Marketplace runs on any computer with a common Internet browser, regardless of its operating system.

## COURSE DESIGN OPTIONS



### GRADUATE PROGRAMS

At the graduate level, two different formats are available: a multi-week exercise and an intensive week-long program. The favorite scenario for MBA and EMBA programs is the Integrated Business Management simulation. This scenario is an excellent integrative exercise.

### UNDERGRADUATE PROGRAMS

At the undergraduate level, two formats are available: a self-paced exercise and a multi-week competitive exercise. With the self-paced exercises, the students compete against the computer. This format involves little instructor work and is frequently used in large introductory courses. With the competitive exercises, the students compete against classmates over several weeks. These simulations are usually employed in higher-level courses in marketing, strategy, and business policy.

## TARGET COURSES

Web Marketplace offers a set of simulation scenarios and difficulty levels that cover a variety of course offerings.

### TARGET COURSES

Marketing Principles/Introduction to Marketing

Marketing Strategy/Management – UG/MBA

Business Policy

New Ventures

E-Commerce

MBA, EMBA Integrative Course

### SIMULATION SCENARIO

Introduction to Marketing

Strategic Marketing & Advanced Strategic Marketing  
Business Management

Venture Strategy

Venture Strategy  
Business Management

Strategic E-Commerce

Integrated Business Management  
Strategic Corporate Management  
International Corporate Management

## WITH WEB MARKETPLACE YOU RECEIVE FREE:



### WEB INSTRUCTOR SOFTWARE

When you order Web Marketplace for your students, you receive free access to the powerful Web Instructor tool.



### INSTRUCTOR MATERIALS

Download Power Point presentations, coaching tips, a test bank, syllabus, and grading guidelines.



### TECHNICAL SUPPORT

Use the Web Marketplace email support or call the tech-support specialist if you have any questions or need assistance.

## Innovative Learning Solutions, Inc.

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