

Learning Lab

© SDA Bocconi School of Management

Learning Lab Product Presentation

Maremma Salumi S.r.l **Business Simulation**

March 2011

Maremma Salumi S.r.l. Business Simulation

Description

It is a business case simulation, reproducing a decision-making scenario within an Italian local food company, named Maremma Salumi S.r.l.

Purpose

To test the ability to take decisions on international expansion of the business, according to company's internal and external factors.

Value

- Experiential learning process, relying upon user's ability to analyze and take decisions
- Easy decision-making process based on information gathering
- Quick and easy simulation to be played in short sessions

Maremma Salumi S.r.l. Business Simulation

What it is

An on-line simulation through which participants can learn how to assess a specific situation, regarding where to expand abroad a fine food business, according to external factors and subsequently taking action.

Participants can easily access the simulation and are introduced into the game step by step they. After reading the introduction, participants have access to the questions section, split in two blocks. The answers will be saved, sending the player to the next step of the case.

To complete the game players are given two hours. The system will penalize the player if he/she submits after the time is up.

Maremma Salumi S.r.l. Business Simulation

Is aimed at

Improving and enhancing individual players' decision-making and entrepreneurship skills, through an experiential learning tool.


Valuating and choosing among the most relevant options at disposal under a real business constraint: man-hours of work.


Providing courses participants with an easy and quick business case, to be played in short course sessions.

Maremma Salumi S.r.l. Business Simulation

SDA Bocconi

[Welcome, Learning Lab](#) | [Home](#) | [My Game](#) | [Logout](#)





Introduction
Step 1
Step 2
1 hour, 59 mins, 18 secs





First Step

Select the Reports

Mr. Bertolucci would like to spend 75.000 Euros in the next three years to participate in 7 trade fairs in the 3 most potential foreign countries for his business. In the most important country he would like to take part in 3 fairs and to participate in 2 fairs in other two countries.

He asks you to help him in identifying the three countries he is talking about. You have 8 man-hours necessary to collect a kinds of data needed to give an answer to your father's question. So, your first decision is how you spend these 8 hours of our work, and you should choose among the following options.

7.5 Hours still available

	The distances between Florence and the the top world's 20 richest cities 2.0 Man-Hour of Work	Select Report <input type="checkbox"/>
	Top 25 exporting countries to Italy of prepared meat (salted, dried or smoked meat or offal, flour and meal) in 2007 1.0 Man-Hour of Work	Select Report <input type="checkbox"/>
	The world time zones 0.5 Man-Hour of Work	Select Report <input checked="" type="checkbox"/>
	The world's 50 richest city by personal net earnings in 2008 1.0 Man-Hour of Work	Select Report <input type="checkbox"/>

[Read Introduction](#)

Food Simulation
Home
Help
Business Case

SDA Bocconi Learning Lab

Select the Reports

Timer

Scenario Description

Maremma Salumi S.r.l. Business Simulation

<http://learninglab.sdabocconi.it/foodsim>

Contacts

<http://learninglab.sdabocconi.it>

02 5836 2771

02 5836 6026