

Learning Lab

© SDA Bocconi School of Management

Learning Lab Product Presentation

SiFa

March 2011

SiFa

Description

An application to learn how to calculate and analyze the **Net Marketing Contribution (NMC)** and the **Net Profit Contribution (NPC)**

Scope

To teach the NMC and NPC analysis of variance through **hands-on experience** mediated by a guided learning environment

Benefit

- **Experiential learning** process, guided step by step
- Easy **calculation and breakdown** of relevant measures
- **Reprocessability**: every iteration of the simulation is saved
- Easy and effective management of **batch of participants** by the instructor
- Possibility to enable **in class** and/or in **distance learning** experience

SiFa

What it is

An on-line simulation by which participants can learn how to **calculate NPC and NMC** and breakdown the total result into partial components to effectively **analyze profitability, pricing and market performance**.

A simple and clear graphic user interface make the calculation effortless so that participants can **concentrate on understanding the inner implications**: the calculations can be iterated multiple times, to practically test how a change in each variable impacts the final result.

The instructor has control over the batch of participants: he or she can **monitor and review** the calculations performed by each participant, and **send notifications** to the whole class.

SiFa

Is aimed at

Empowering the marketing instructors with a tool to apply the principles of **experiential learning** when explaining quantitative topics like NPC and NMC calculation and analysis.

Enabling both **in-presence** and **distance learning** through simulation.

Providing courses participants with a **smart environment** to guide them through the learning process of these specific topics.

SiFa

SiFa Profitability, Pricing and Market Performance: a Software Simulation

Welcome, Learning Lab | **Users** | Batches | Net Marketing Contribution | Net Profit Contribution | Logout

SDA Bocconi


Home Page

This web application aims at enabling an easy explanation of Net Marketing Contribution (NMC) and Net Profit Contribution (NPC) analysis of variance. The user will be guided by the instructor through hands-on experience in the calculation of the most insightful measures.

Choose how to start the simulation:

Net Marketing Contribution or Net Profit Contribution

News

Welcome to the Marketing class (from: )
7 days ago
your instructor welcomes you in this class in which you will learn how to calculate and analyse the NMC and NPC.

Take a guided tour
Learn how SiFa can be the perfect to


News and notifications from the instructor

Credits

SiFa is a web application by **SDA Bocconi Learning Lab**, co-designed with the faculty authors:

Silvia Vianello - SDA Professor of Marketing

Fabio Ancarani - Director Marketing Department



SiFa

SiFa Profitability, Pricing and Market Performance: a Software Simulation

Welcome, [User Profile](#) | [Users](#) | [Batches](#) | [Net Marketing Contribution](#) | [Net Profit Contribution](#) | [Logout](#)

SDA Bocconi

New NMC calculation


Insert a value for the input variables. Use a dot as the separator for decimals.

Actual Value		Value Planned in the Budget	
Ma	<input type="text"/>	Mp	<input type="text"/>
Va	<input type="text"/>	Vp	<input type="text"/>
MEa	<input type="text"/>	MEp	<input type="text"/>
Ca	<input type="text"/>	Cp	<input type="text"/>
Pa	<input type="text"/>	Pp	<input type="text"/>
MDa	<input type="text"/>	MDp	<input type="text"/>
MSa	<input type="text"/>	MSp	<input type="text"/>

The data you insert will be securely stored, will be kept confidential and will be used only for the purpose of this application. In any moment you can have them deleted.

Legend:

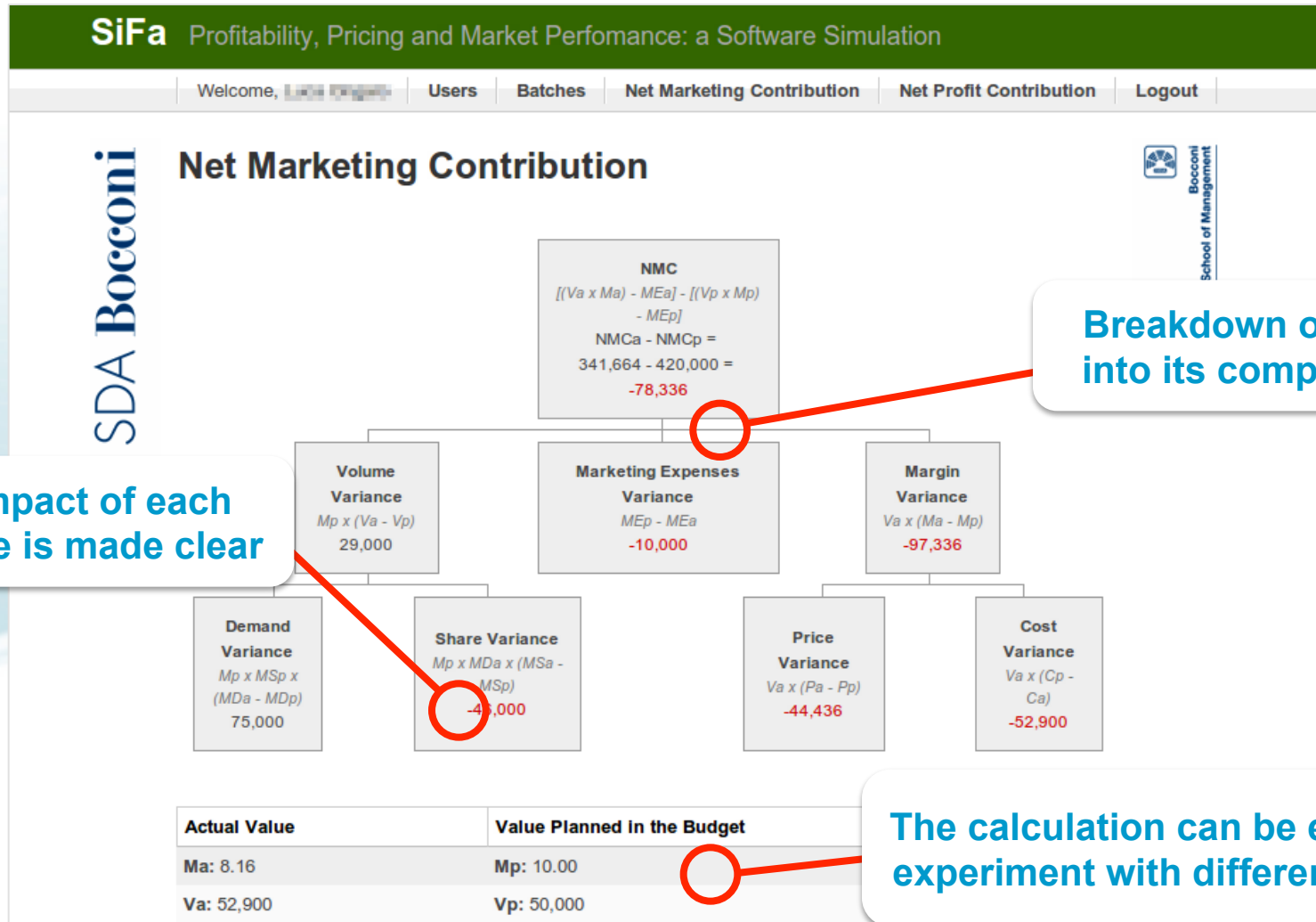
Ma = Margin (actual)	Mp = Margin (plan)
Va = Volume (actual)	Vp = Volume (plan)



Input Variable Fields

If the user performed previous calculations, the values are pre-filled

SiFa



The impact of each variable is made clear

Breakdown of NMC into its components

The calculation can be edited to experiment with different values

SiFa

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

Contacts

<http://learninglab.sdabocconi.it>

02 5836 2771

02 5836 6026