

Business Simulation

BizWiz

Business Wizard

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Australia

CONTENTS

◇ Overview	p 2
◇ Technical Support	p 3
◇ Installation	p 3
◇ Registration	p 4
◇ Teaching Strategies	p 5
◇ Menus	p 5
◇ How To Play	p 8
◇ Playing Strategies	p 11
◇ How It Works	p 12
◇ Online Support	p 12

Overview

Turn your students into the next Business Wizards with BizWiz!

BizWiz - is a small business simulation that has been designed to introduce students to;

- Basic computer terminology
- Small business concepts
- E-commerce
- Computer hardware concepts
- Artificial Intelligence
- Spreadsheets
- Databases
- Computing Careers
- Problem Solving
- Internet concepts
- Consumer Arithmetic

Teachers will find it most useful in Primary/Elementary school as a vehicle for introducing computer concepts and in High schools for supplementary work in Commerce, Business Studies, Computing Studies and Design & Technology classes and will be able to use the software at a range of levels and for a wide variety of concepts.

Technical Support

If you are experiencing any problems you can leave a message at;

<u>Web</u>	-	www.rushsoftware.com.au
<u>Email</u>	-	support@rushsoftware.com.au

Remember to leave as much detail including computer specifications and steps to reproduce the problem. We are interested in what you have to say so be understanding if you don't hear from us straight away.

Hard Disk Installation

Macintosh - To install Biz Wiz on a Hard Disk download the program from our web site or from the Mac App Store

If you would like to place the program in a particular folder, then you may do this by creating and naming a new folder and then dragging the Biz Wiz icon onto it.

Microsoft Windows

Simply double-click the BizWiz icon and follow the onscreen directions to finish the installation.

Registration

When running the program for the first time a Registration Window will give you the opportunity to enter your registration details. Enter your Name, School or Company if applicable and the REGISTRATION number and then click the REGISTER button. If you click the LATER/CANCEL button the Printing and Save features are disabled. To Register at a later time select REGISTER from the menu options.

Teaching Strategies

Students generally find games a challenge and need little motivation to play them. Remember to set specific targets for each lesson. Structure the lessons with targeted demonstrations and use the worksheets to give direction towards your specific outcomes. If the worksheets don't suit your specific needs you should substitute your own.

Consider using a data projector to demonstrate concepts and have the whole class participate in solving the problem in a cooperative group effort.

Try dividing the class into equal groups and have a competition to see which group can make the most profit.

Some of the worksheets are directed at off computer activities and homework research. Don't set these to be completed all at the same time but program them to be done at specific check points in the game.

If you come up with any other successful strategies please write to me care of Rush Software or our email address support@rushsoftware.com.au and let us know what has worked for you so that I can share your success with others.

Program Menu Options



New - Clears the current game and resets the game parameters to default. If a game is in progress you will be given the chance to save your work.



Open - You can open a saved game in a few different ways, from the menu option, double-clicking the saved icon or "drag and dropping" onto the program icon.



Save - Saves the current game, the first time you will be prompted for a name. This feature is disabled in Demo mode.

Save As - Saves the current game under a new name.

Page Setup - Allows you to set the Page size. This will be automatically called the first time you print any worksheets.

Preferences - will appear in a different place depending on the Operating System and version you are using. You can check the Help Menu, Edit Menu, Apple Menu or the Finder Menu. The available Preferences are;

Screen Size – Is scalable

Speech - Toggle the speech buttons to be visible or not in preferences

Easy Order Option - Selecting this allows students to simply enter the number of computers they would like to make rather than purchasing the individual parts and calculating the number of each part needed. Use this option to increase or decrease the level of difficulty for students.

EASY ORDER		Order Quantity	Item Cost	Required /Computer	Current Stock
<input type="text" value="0"/>	Monitor	0	\$ 138	1	20
	Power Supply	0	\$ 33	1	20
	SIMMS	0	\$ 28	4	80
	Printed Circuit Boards	0	\$ 99	3	60
	Hard Disk	0	\$ 140	1	20
	Floppy Disk	0	\$ 22	1	20
	CDROM Drive	0	\$ 111	1	20
	I/O Components	0	\$ 9	3	60

Available Capital: \$

Production Potential:

Buttons: Reset, Submit, Home Page, Close

Worksheet Type - Select Junior or Senior to switch between two different worksheet sets.

Animation Speed - Selecting Turbo/Fast/Medium/Slow will affect the speed with which the Production and Sales icons appear. Turbo mutes the sound.

Business Log - The log generated here by the game records all the special events that occur, such as Advertising, Hiring/Firing, Wage bill for additional staff, discussions with the Market Analyst and random events. You can also type your own notes in the notepad and save or print the text. The Log can be used for a range of activities including;

- Game Evaluation
- Report writing

Top Ten Companies - If you finish the game and your score is one of the top ten it will be recorded and displayed in this list. You will be able to print the Auditor's Report from this window also.

Worksheets

The worksheets that are built into the program cover a wide range of related computer topics. They are basically divided into 2 sections, worksheets that provide activities to familiarise yourself with the game and worksheets that cover broader computer related content.

There are 2 worksheet files available, a junior one with simpler questions and a senior one which has more in-depth questions in some cases.

There are 22 different Worksheet types. The first group revolve around playing the game.

- The Game
- Strategy
- Making Computers
- Staff and Services
- Production
- Sales
- Accounts
- Advertising
- Banking
- Log

The remaining worksheets are open to drawing in related computer material. It is really up to the teacher as to how in-depth the worksheet material goes

- Simulations
- Hardware
- Software
- Networks
- Systems
- Databases
- Spreadsheets
- Advertising
- Programming
- Web Design
- Careers

Help Menu

Register - The first time you run the program you have a choice to Register or to try the program in demo mode. If you have a BizWiz registration code then entering it will unlock any disabled features. If you choose the Later button it will activate a 2 day demo during which time you can evaluate the program. You can Register the program at any time during the demo phase.

Feedback - A quick access to your email program so that you can email comments to Rush Software.

Web Support - A quick access to the Rush Software web site pages that support this program.



How To Play

The following steps are the essential responsibilities that you must take care of as the Manager of your computer Company;

Produce Computers - The first order of business is to produce some computers. Of course, you can't do this if you don't have any parts but the game starts off with enough parts to produce 20 computers. If we keep it simple and don't think about any other factors then you could just produce 20 computers by entering that figure in the Produce field and either press enter or click on the notice board which is your short cut to the factory floor. A screen will appear and you will see the computers being made. Unfortunately if all factors are not considered then some of your computers will fail to pass inspection. A failed computer is a costly mistake for the company. With more experience and observation you will be able to minimise this.

Production Potential	Produce	Stock
<input type="text" value="20"/>	<input type="text" value="15"/>	<input type="text" value="0"/>

Set the Sale Price - Now that you have some computers to sell you need to set a sale price that suits the market conditions. I won't give too many hints here as there is plenty of help available from your helpers in the game. Click on the **Conference** door and make a decision on what price you want to sell the computers at. Click on Continue and you will move to the Sales Centre where you can see how many computers are sold.

The Sales Staff have had their weekly meeting and decided to set the sale price for computers this week to:

\$

Is this price satisfactory?

Accounts - Use your laptop to check your accounts after your first weeks trading. Remember you are trying to make a profit which should happen after the first week as you didn't have to buy any parts. Make some observations about what expense are involved in the weekly production and explore where you can access these from your Laptop intranet access.

Accounting							
NetExplore Browser V4.2							
Location		http://192.168.1.11/accounting.html					
	1	2	3	4	5	6	7
A	Income						
B	Stock Sales	105600	267400	79800	65800	0	0
C	GST	10560	26740	7980	6580	0	0
D	Total	95040	240660	71820	59220	0	0
E							
F	Expenditure						
G	Hardware	566180	222500	87700	0	0	0
H	Wages	8872	14152	14152	14152	0	0
I	Advertising	4500	6750	0	4500	0	0
J	Rent	100	100	100	100	0	0
K	Interest	0	0	0	0	0	0
L	Misc	0	0	0	0	0	0
M	Total	579652	243502	101952	18752	0	0
N							
O	Profit / Loss	-484612	-2842	-30132	40468	0	0
P							

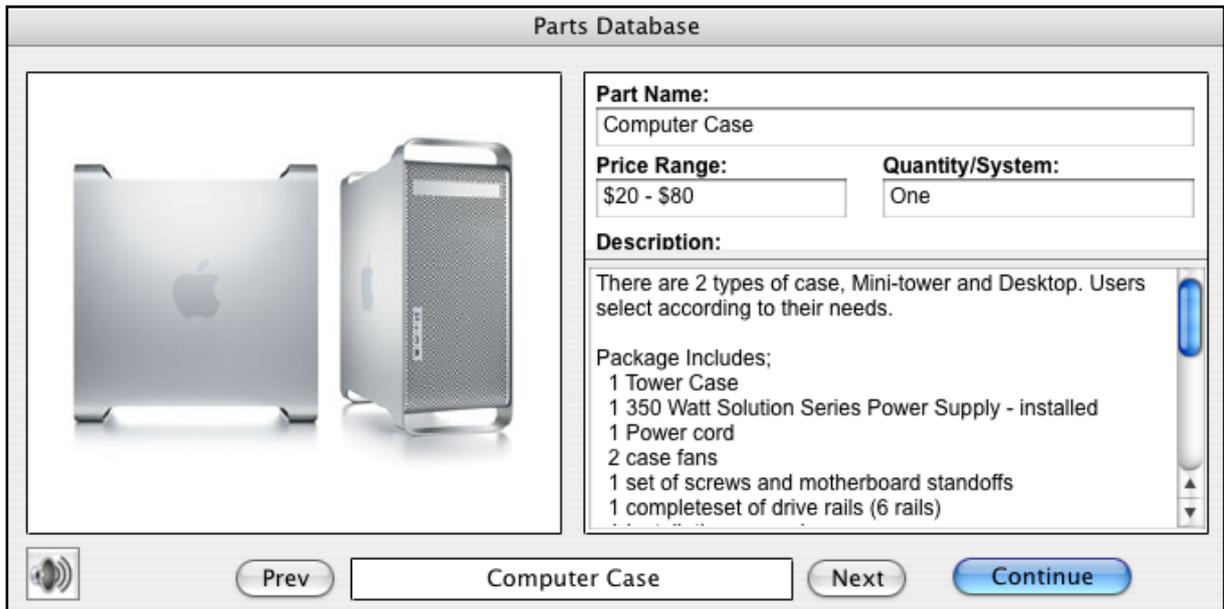
[Home Page](#)

Advertising - We are surrounded by advertising every day so it is no surprise that advertising should play a role in the number of sales you can make in a week. You can purchase 3 different types of advertising media, Radio, Television and Newspaper each costing a different amount and each having a different effect on sales. Try to advertise more when the **trend is down**.

Advertising									
NetExplore Browser V4.2									
Location http://www.fairfax.com.au/adrequest.html									
Advertising Request Form									
<p>Advertising at the right time of year can boost sales above your competition.</p> <p>When the market is slow, advertising will encourage more buyers into the store.</p> <p>Advertising while your production levels are low will have little effect.</p>	<p>Current Capital Balance <input type="text" value="309742"/></p> <p>Advertising Requested</p> <table style="width: 100%;"> <tr> <td></td> <td style="text-align: right;">Units</td> </tr> <tr> <td>Radio \$50</td> <td><input type="text" value="0"/></td> </tr> <tr> <td>Newspaper \$100</td> <td><input type="text" value="0"/></td> </tr> <tr> <td>Television \$300</td> <td><input type="text" value="0"/></td> </tr> </table> <p>New Capital Balance <input type="text" value="309742"/></p> <p style="text-align: right;"> <input type="button" value="Reset"/> <input type="button" value="Submit"/> </p>		Units	Radio \$50	<input type="text" value="0"/>	Newspaper \$100	<input type="text" value="0"/>	Television \$300	<input type="text" value="0"/>
	Units								
Radio \$50	<input type="text" value="0"/>								
Newspaper \$100	<input type="text" value="0"/>								
Television \$300	<input type="text" value="0"/>								
Home Page	<input type="button" value="Close"/>								

Staff Morale - It is a recognised fact that a happy staff work harder and make less mistakes so keep your staff morale high. What makes morale high is probably a little more complex than depicted in the program but wages and the amount of work they are being asked to achieve are the influencing factors in the game. Control these and the staff will be happy and morale will remain high.

Parts Database – The Parts database is purely an information display for students to look up and read about the some of the parts that make up a computer. Naturally computer specs change every year so program updates will be needed to keep this current.



Simple Playing Strategies

Some simple things to keep in mind are;

- Watch the market trend closely and don't produce too many computers for sale when the trend is going down.
- Don't carry too much stock.
- Buy parts when the market price is down and even sell them back to the wholesaler when the price is high.
- If you are charging above the average market price, be prepared to spend money on advertising.
- Visit your helpers for hints to keep on track and in front of your competition.

- Check your balance sheet after each week and assess the decisions you have made.
- Repay your loan as soon as possible to reduce interest.
- Keep your staff Morale high.
- Make sure you have enough staff to produce the amount of computers entered, that is monitor your Production Potential

How The Simulation Works

'It's all about the money' is a saying often quoted when talking about business. That is true in a sense because if you don't have the capital you can't produce the goods but BizWiz uses a more complicate model than just build and sell.

The other factors in the game are;

Staff Morale - This is based on a ratio of total Current Wage Cost and Current Capital with a fudge factor(for unpredictability), and ranges from 0.0 to 1.0. The text description of the morale is just arbitrary based on the morale value.

Production - There are several factors that affect production: Staff Capability, Production Potential, Staff Efficiency and Production Percentage.

Staff Capability: The number of units that theoretically can be produced based on staffing levels. Morale is not figured in at this point

Current Staff Capability = (Apprentice Staff Level * 2) + (ProductionLine Staff Level * 3) + (Manager Staff Level * 5)

Production Potential: The number of units that can be produced based on the parts inventory.

Staff Efficiency: The efficiency of the production staff based on Current Staff Capability and number of units requested. This is mainly used to allow insufficient staffing to affect Production. Production Percentage (Successfully Produced Units):

The number of passed units based on efficiency and morale.

Production Percentage = (efficiency + morale) / 2 No of Computers Sold vs Sale Price

Number of Computers Sold is based on a Price Factor, Marketing Factor and Market Trends for that week

Price Factor:

The ratio of a fixed price point (set at 1200 right now) and the current unit price. A factor of 1 means it's under priced, 1 means it's priced right and < 1 means it's over priced. The moral here is: price high when market conditions are good, less when they are bad.

Marketing Factor:

This is based on advertising ordered, a baseline advertising order and market conditions. If you spend more than the baseline order, you can improve your sales, but that is tempered by the inverse of the current market conditions. The worse the market condition, the more advertising helps. The moral is spend more when market is down.

Market Trends:

This is the current condition of the market for this week. 1 indicates great, 0 indicates terrible. The number of sales is the number of units in stock multiplied by a factor that is generated like this:

$$\text{factor} = (\text{Marketing Factor} + \text{Price Factor} + \text{Market Trends}) / 3$$

If the market is perfect, the price is right and the marketing is at the baseline, you'll sell out. The Market trends are never at one (or maybe at the Christmas season), so Marketing and Pricing must always be higher than one. It's always a choice between spend more for marketing or cut the price.

Online Support

Over time the Rush Software web site will offer additional resources to support the teaching process. We will happily add resources supplied by teachers using the program.