

Business Builders: *Data Visualization Through Gaming*

January Cloud Week of Learning Bootcamps

Jan 10, 2025

ERPsimLab
HEC MONTRÉAL

Business Builders







Serious games to learn enterprise
systems and business analytics

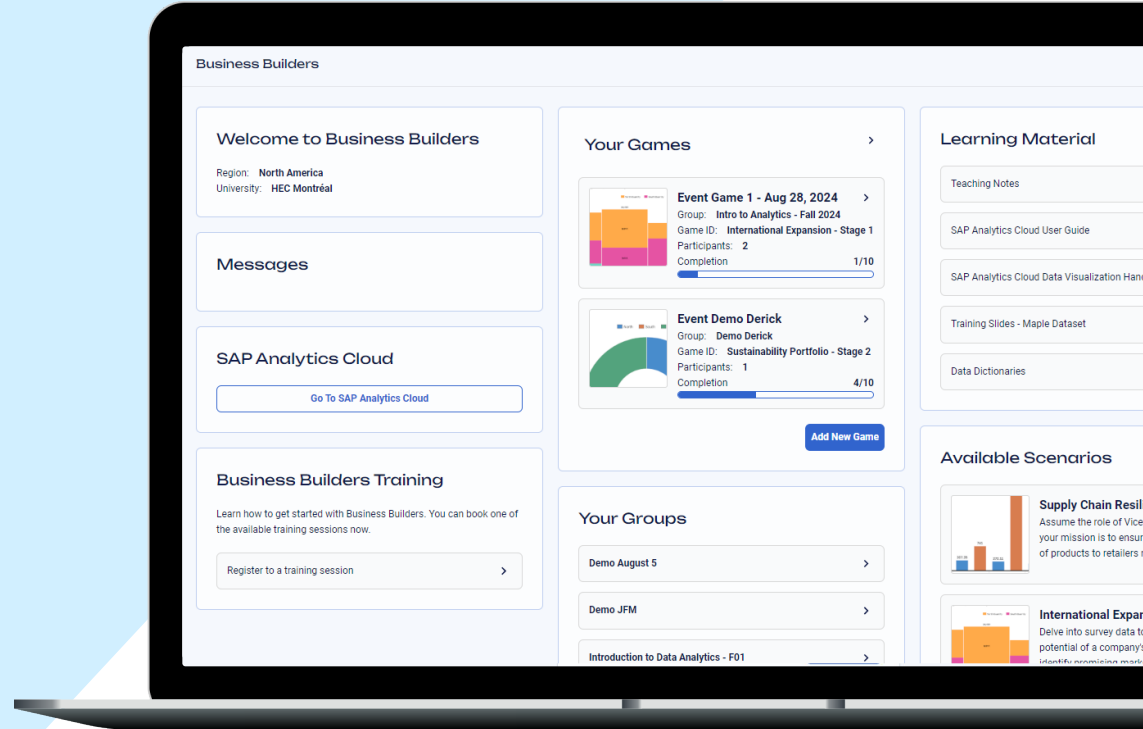
Agenda

- **Intro to Business Builders & Overview of the 3 Scenarios**
- **Demo Game**
- **Instructional Material**

Business Builders

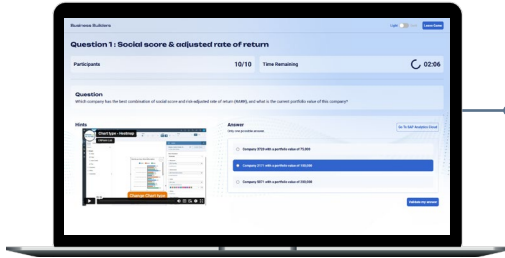
Gamified approach to teach Data Visualization skills

-  SAP and ERPsim Lab Collaboration
-  Enhanced visualization and data storytelling skills
-  Scenarios driven by data, which replicate real-world business challenges
-  Easy to learn and adopt in your classroom
-  Gamification & competitive elements
-  Free, cloud-based offering for educators and students around the world

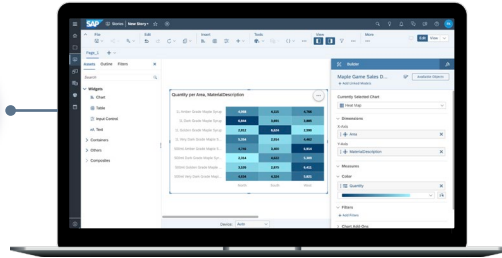


Business Builders Overview

Gaming Platform



SAP Analytics Cloud (SAC)



1

Supply Chain Resilience

2

International Expansion

3

Sustainability Portfolio

Scenarios



Game Scenarios

Discover Three Game Scenarios

Detailed Scenarios

- Supply Chain Resilience
- International Expansion
- Sustainability Portfolio

Discover 3 Game Scenarios

- Choose the scenario that suits you best for teaching:

Supply Chain Resilience

A toy company is seeking to enhance its supply chain resilience to better mitigate risks and improve reactivity when responding to crises.

International Expansion

A German-based Muesli cereal company wants to expand their business internationally.

Sustainability Portfolio

A financial institution is reassessing its investment strategies to align with a new policy requiring the consideration of the ESG performance when investing in companies.

Overall learning objectives:

- Create Effective Data Visualizations
- Acquire Technical Data Visualization Skills
- Acquire Critical Thinking and Problem-Solving Skills

Scenario Structure:

- Several stages to the storyline
- Each stage has 10 business questions
- Increasing difficulty

Welcome to Business Builders!

Business Builders helps mastering advanced data storytelling and visualization skills through gaming using **SAP Analytics Cloud**, all for **free!**

Educators can equip their students with the decision-making competencies needed for today's job market. Empower your students to tell compelling stories based on data by mastering the ability to manage large datasets and employ visualization techniques to extract insights from business information.

Students learn to take the lead in the job market. The platform equips you with world-class decision-making skills and the in-demand ability to employ visualization techniques to extract business insights from data.



Students

Business Builders is an invitation-only platform. Follow the instructions you receive from your instructor, and you're good to go!

[Registration](#)[Student Login](#)

Educators

Professors, lecturers and teachers can apply to register for a Business Builders account for free. Get started now!

[Registration](#)[Instructor Login](#)

Maple Game Overview

- German-based companies that import bottled Maple Syrup from Canada

8 different products:

- 4 grades of Golden, Amber, Dark, and Very Dark
- 2 sizes of 500 ml and 1 L

- German market is divided into 3 areas of **North, South, and West**

- **AA, BB, CC, DD**

Companies are identified by letters of alphabet (Sales Organization)

- Sales are recorded by **virtual day (Step)** and by rounds

The data is available for 3 Rounds (each round has 20 virtual days)



Maple Game Sales Dataset

Measures	Definition
Quantity	Number of units of products sold (sales order item quantity that was purchased by the customer)
Contribution Margin	Represents the margin based on the cost at valuation (i.e., Net Value – Cost).

Dimensions	Definition
Area	Geographical regions in Germany where products were sold (North, South, West)
Sales Organization	The company name for which the data is provided (AA, BB, CC, DD)
Material Description	Complete name of the product including the size (e.g., 1L Dark Grade Maple Syrup)
Elapsed Step	Number of steps (virtual business days) since the start of the simulation
Round	Simulated or Virtual Business Round (1, 2, 3)
Day	Simulated or Virtual Business Day/Step (Between 1 to 20)

Instructional Material

Pedagogical Material Ecosystem

Foundations


Skill Building

Active Teaching

Feedback Loop

Teaching Notes:

Business Builders Game:
Teaching Notes



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Online Group Sessions:

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Select a Date & Time

July 2024

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

ERPsim Lab
Business Builders Training

🕒 2 hr

📄 Web conferencing details provided upon confirmation.

This 2-hour training is for faculty members who want to get started with Business Builders.

[Cookie settings](#) [Report abuse](#) [Troubleshoot](#)

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Pedagogical Material Ecosystem

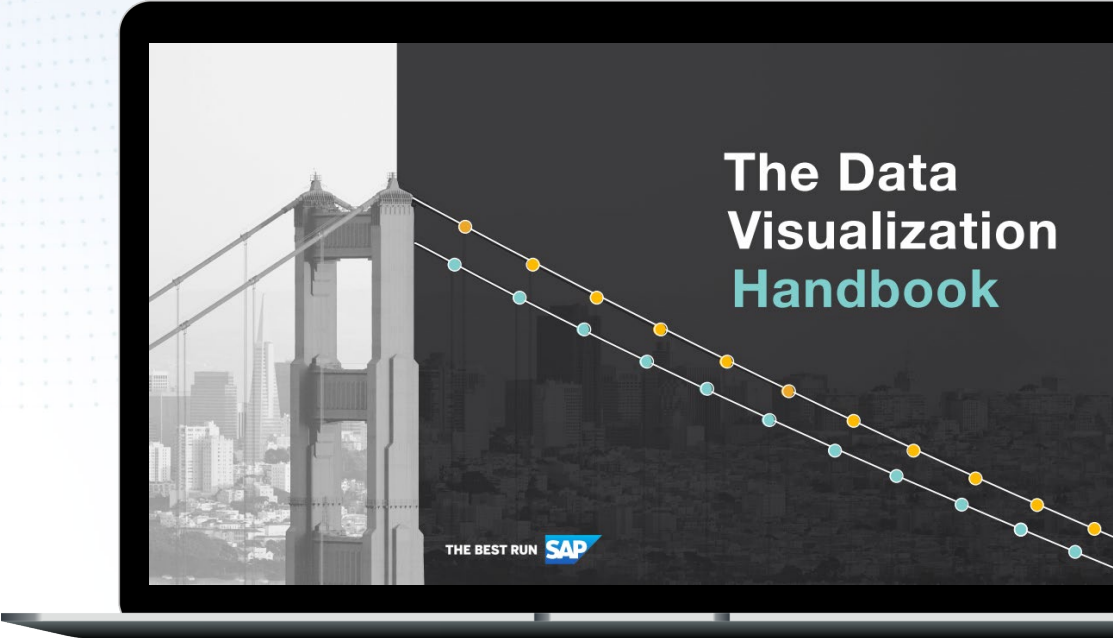
Foundations

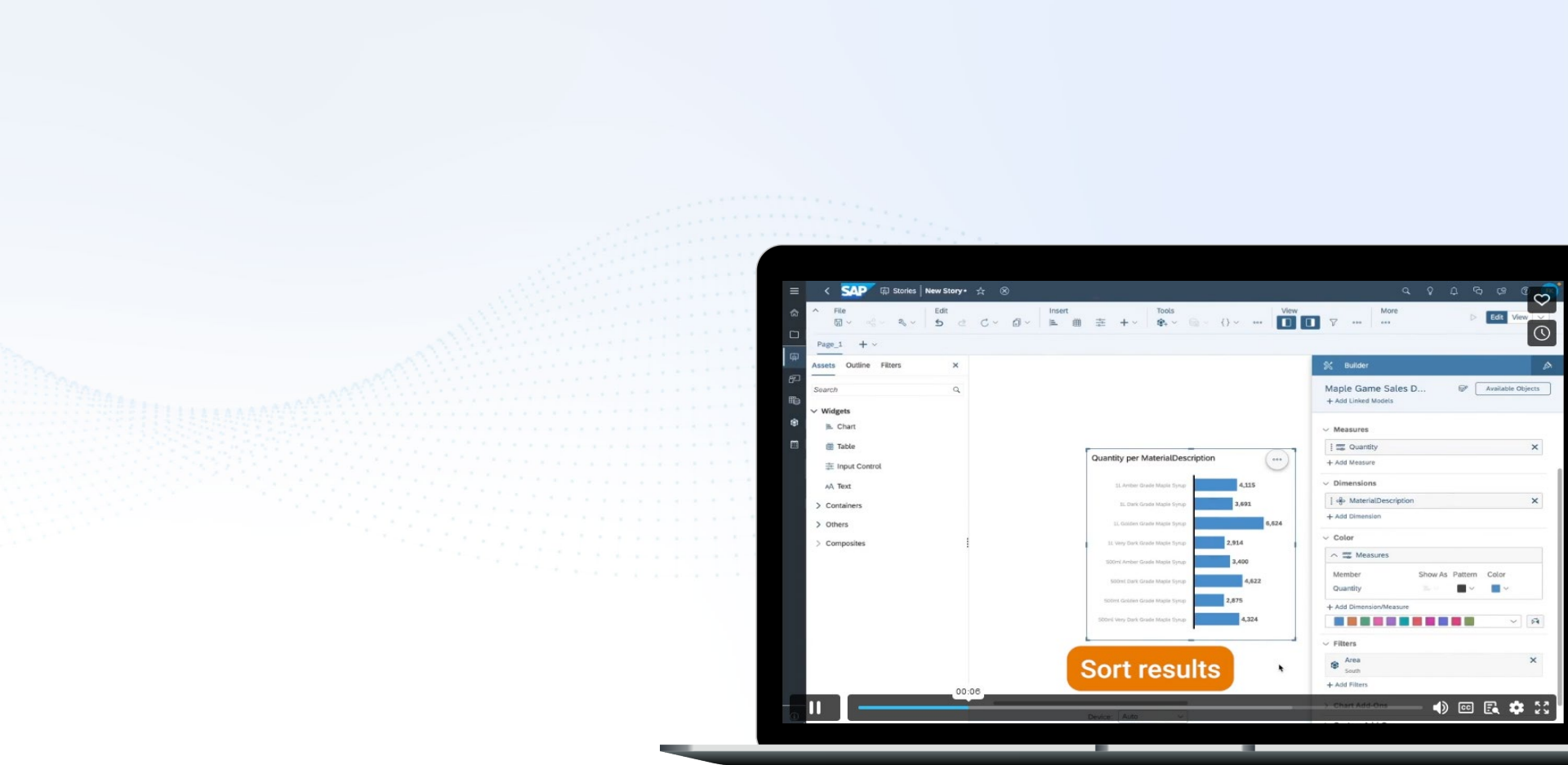
Skill Building

Active Teaching

Feedback Loop

Data Visualization Handbook





Sort results

00:06

Pedagogical Material Ecosystem

Foundations

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SAC Tutorials Slides based on ERPsim Maple Game

Detailed Scenario Slides

Tutorial Videos based on ERPsim Maple Game

Student and Teacher Job Aid

SAP ANALYTICS CLOUD USER GUIDE (SAC) 1/2

- 1 Identify the business objects of the question**

"Which country has the highest number of survey respondents?"

 - Identify what you want to measure.
 - Determine the result(s) you want to achieve.
 - Determine how to get there. Do you need a **calculated field**?

If you need to customize existing data, you can create a calculated field.

Here's an example of how to obtain total revenue:

Price_Unit * Quantity
- 2 Identify the right file and dataset**

In the navigation bar, select the "Files" tab.

When making a query, always make sure you're using the right dataset

Use the "Dataset" tab to get more details about your data.
- 3 Create a new presentation**

In the navigation bar, select the "presentations" tab.
- 4 Add a new graphic**

You need to use the "graphing tool" to visualize your data.

Pedagogical Material Ecosystem

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Data Visualization Handbook

Skill Building

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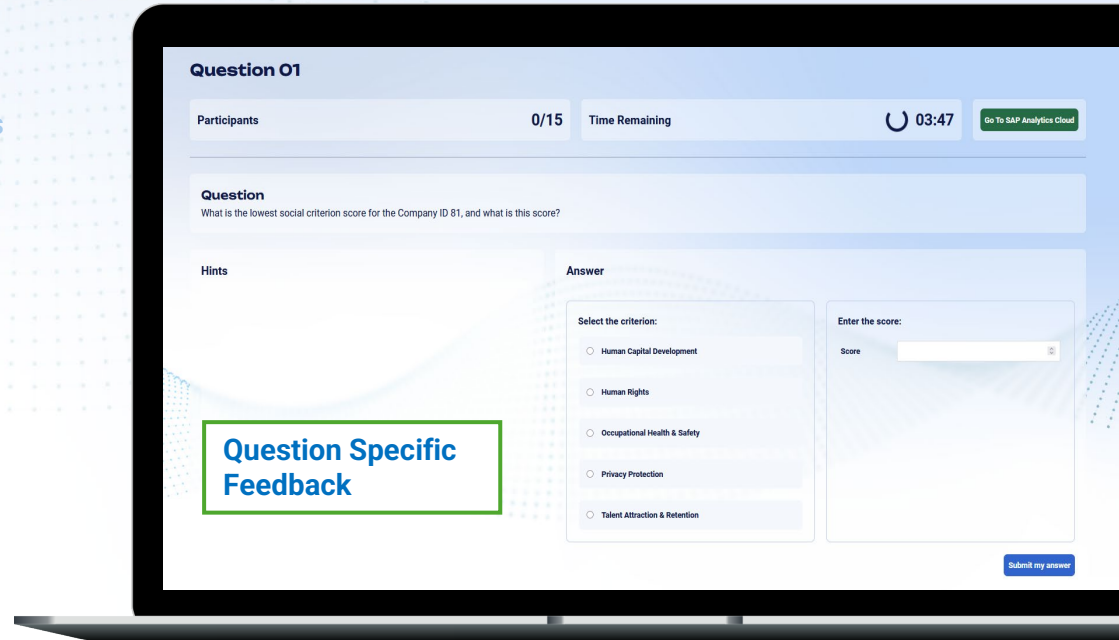
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Detailed Scenario Slides

Tutorial Videos based on ERPsim Maple Game

Feedback Loop

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Where to find the resources?

Business Builders EN P1

Welcome to Business Builders

Region: North America
University: HEC Montréal

Messages

SAP Analytics Cloud

[Go To SAP Analytics Cloud](#)

Business Builders Training

Learn how to get started with Business Builders. You can book one of the available training sessions now.

[Register to a training session](#)

Your Games

Event Test Maple Test
Group: Prof Training Test
Game ID: Maple Demo
Participants: 1
Completion: 5/5

[Add New Game](#)

Your Groups

[Training Group](#)

[Intro data analytics - F01](#)

[Training Group 2](#)

[Prof Training Test](#)

[Add New Group](#)

Learning Material

- [Get Started: How to Use Business Builders](#)
- [Teaching Notes](#)
- [SAP Analytics Cloud User Guide](#)
- [SAP Analytics Cloud Data Visualization Handbook](#)
- [Training Slides - Maple Dataset](#)
- [Data Dictionaries](#)

Available Scenarios

- Supply Chain Resilience**
Assume the role of Vice President where your mission is to ensure the timely delivery of products to retailers nationwide.
- International Expansion**
Delve into survey data to evaluate the potential of a company's flagship product to identify promising markets for a new product variant.
- Sustainability Portfolio**
You must evaluate some investment portfolio in order to find discrepancies between the companies composing the portfolio and the portfolio ESG vision and requirements.

Materials for Teachers

Materials for Teachers & Students

Scenario Specific Slides including Questions/Answers

Schedule a training session

FAQ

Frequently Asked Questions

Business Builders

How long the registration lasts for Educators and Students?

Is there a limit to the number of students per group?

How often are the scenarios refreshed?

Is it possible to play the game asynchronously?

How long it takes to play one stage of a game? Can a game be stopped and resumed?

SAP Analytics Cloud (SAC)

How long the registration lasts for Educators and Students?

Is it possible to access other datasets or create (live data) connections?

Are the datasets downloadable? Can I upload my own data?

Which browsers are supported?

Frequently Asked Questions

Educator Journey

How long it takes to learn Business Builders and SAP Analytics Cloud?

Can I add my own questions to the platform?

Do you I need to play all the stages?

Can I skip stage 1 or 2 and play only stage 3?

Students Journey

What are the prerequisites to start playing a game scenario?

Is training provided?

Can students play a game multiple times?

How to report the activity and results?

Announcements

2025 User Group Meeting

Save the Date

August 11-13, 2025

At HEC Hélène-Desmarais (downtown) campus
Montréal, Canada

Note that **AMCIS 2025** will also happen in
Montréal on August 14-16, 2025!

Questions?

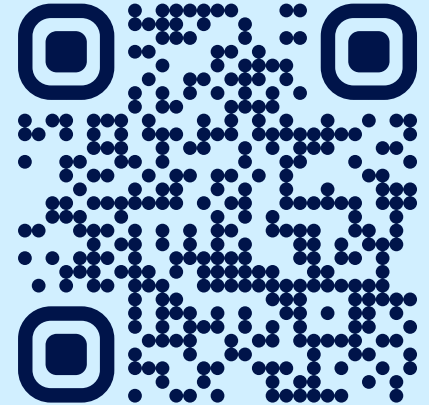
Business Builders

Thank you!

Get engaged and bring it to your classroom!

- ✓ Free of charge
- ✓ No membership needed
- ✓ No programming or experience required

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Scan the QR code
and start your game
today!

businessbuilders.games
businessbuilders@hec.ca