

Business Builders

Unlocking Growth

Live Session Webinar

October 8th, 2024

ERPsimLab
HEC MONTRÉAL

Business Builders

Serious games to learn enterprise
systems and business analytics

Agenda

- Introduction
- International Expansion Scenario
- Business Builders FAQ

Business Builders

gives educators the opportunity to prepare future leaders for an increasingly complex and data-driven world.



Enhanced visualization and data storytelling skills



Scenarios driven by data, which replicate real-world business challenges



SAP and academic collaboration



Students gain the practical skills to succeed in future careers



Competitive advantage in the job market



Free of charge

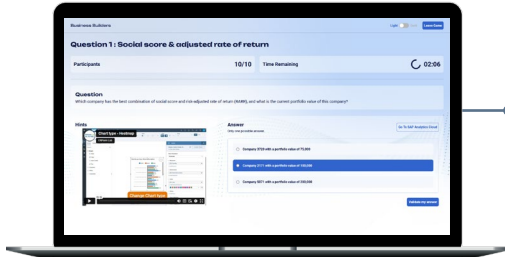


The screenshot displays the Business Builders dashboard. At the top, it says "Business Builders". The main content is organized into several sections:

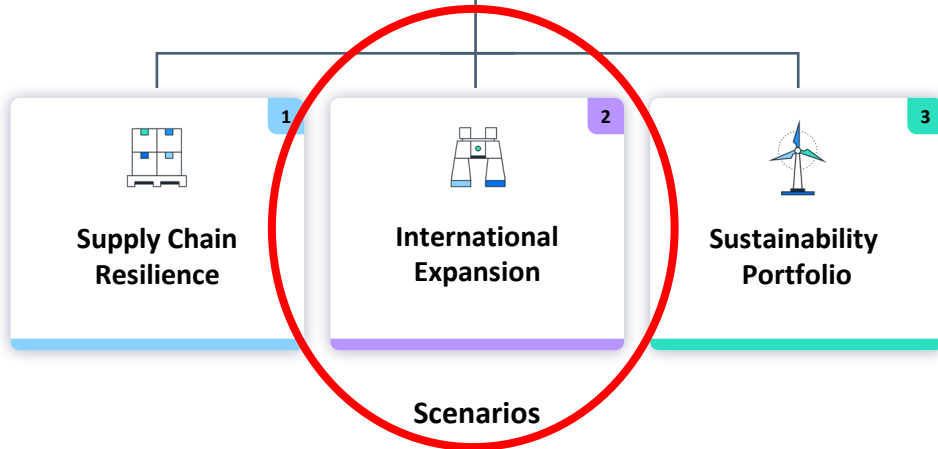
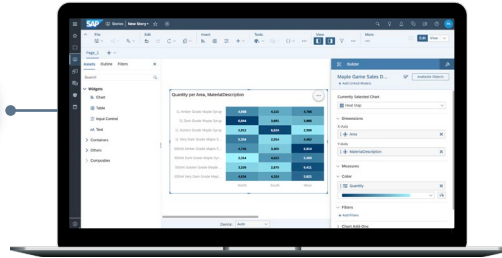
- Welcome to Business Builders:** Shows the user's region as "North America" and university as "HEC Montréal".
- Messages:** A section for receiving updates or announcements.
- SAP Analytics Cloud:** Includes a button labeled "Go To SAP Analytics Cloud".
- Business Builders Training:** Contains the text "Learn how to get started with Business Builders. You can book one of the available training sessions now." and a button "Register to a training session".
- Your Games:** Lists two active games:
 - Event Game 1 - Aug 28, 2024:** Group: "Intro to Analytics - Fall 2024", Game ID: "International Expansion - Stage 1", 2 participants, 1/10 completion.
 - Event Demo Derick:** Group: "Demo Derick", Game ID: "Sustainability Portfolio - Stage 2", 1 participant, 4/10 completion.A blue "Add New Game" button is located below this section.
- Your Groups:** Lists three groups:
 - Demo August 5
 - Demo JFM
 - Introduction to Data Analytics - F01
- Learning Material:** Lists resources such as "Teaching Notes", "SAP Analytics Cloud User Guide", "SAP Analytics Cloud Data Visualization Handbook", "Training Slides - Maple Dataset", and "Data Dictionaries".
- Available Scenarios:** Shows two scenario cards:
 - Supply Chain Resilience:** "Assume the role of Vice President. Your mission is to ensure the flow of products to retailers..."
 - International Expansion:** "Delve into survey data to understand the potential of a company's market..."

Business Builders Overview

Gaming Platform



SAP Analytics Cloud



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

International Expansion



International Expansion Scenario

A Muesli cereal company is preparing to expand their business into international markets.

New Market Opportunities:

- Find the best market to introduce the flagship product Muesli Original
- Explore the possibility of developing a new product by selecting one of five distinct flavors, and identify the ideal market to launch it
- Evaluate the potential of adopting a premium pricing strategy and identify the optimal selling price.



Student Role: Market Analyst

- **Your students will take on the role of a Market Analyst:**
 - Analyze survey data
 - Identify consumer preferences and behaviors
 - Uncover potential market opportunities
 - Evaluate the cost of materials to define the pricing strategy.
- **Learning objectives for your students in this scenario:**
 - Explore consumers preferences and willingness to pay for products
 - Analyze the material costs and calculate the optimal selling price
 - Identify flavor preferences in the target population
 - Calculate the optimal price of the new developed product based on a premium pricing strategy

2 Stages of International Expansion

Stage 1

The company wants to target a specific age demographic for their international expansion.

- Analyze the survey answers and find the best market opportunity
- Define the selling price of the Muesli Original product
- Forecast the yearly profit

Stage 2

The company aims to diversify its offering. They need to identify which flavor to develop first.

- Find the best flavor and market combination to launch a new product
- Define an optimal price for the new product based on a premium pricing strategy
- Calculate the profit margin according to the newly defined price

Datasets of International Expansion

For this scenario, you will have access to 4 datasets:

Query 1 – Market Survey for Original Muesli

Survey answers of over 8,000 respondents in 40 countries regarding their breakfast habits and interest towards the Muesli Original product

Stage 1

Query 2 – Original Muesli BOM

Bill of materials and costs for 1 box of F15 Muesli Original (1kg)

Stage 1

Query 3 – Market Survey for New Muesli Flavors

Survey answers of the 8,000 respondents' interest for five different potential Muesli flavors

Stage 2

Query 4 – New Muesli Flavor BOMs

Bill of materials and costs for the five different new prospective Muesli products

Stage 2

Business Builders Learning Journey

Foundations

Resources

- Get Started: How to Video
 - Teaching Notes
- Training/Demo Sessions

Skill Building

SAC Training

- Slides on SAC
- Training doc (Optional)

Maple Game Exercise

- Exercise Slides (Optional)

Scenario-Based Learning

- Scenarios Specific Slides

Webinars

- Online sessions to unveil Business Builders features
- Community Engagement

Active Teaching

Setup

- Create accounts, groups, and events.

Preparation

- Ensure student connections and account creation.

Event Initiation

- Start the game and wait for student participation

Question Loop

- Activate questions, collect answers, show solutions, and display rankings

Completion

- Show final rankings

Feedback Loop

Survey on Game Day + 1

- Collect feedback from participants the day after the event.

Question-Specific Feedback

- Gather detailed feedback on each question to refine and improve future iterations.

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?

SAP Analytics Cloud

How Long the Registration Lasts for Educators and Students?

Is it possible to Access other Datasets or Create (Live Data) Connections?

Which Browsers are Supported?

Educator Journey

How Long it takes to Learn Business Builders and SAP Analytics Cloud?

Is Training Provided?

How Long it takes to Play a Game Scenario? Can a Game be Stopped and Resumed?

Student Journey

What are the Prerequisites to Start Playing a Game Scenario?

Can a Game be Played Multiple Times?

How to Report the Activity and Results?

Announcements

Business Builders Webinar Series

Business Builders: Unlocking Growth
Live Session Webinar
Tuesday, October 8th, 2024 • Online • 1 pm Montréal Time
[Register now!](#)

Supply Chain Resilience | **International Expansion** | Sustainability Portfolio

SAP HEC MONTRÉAL

Unlocking Growth

Online event

Tuesday, **October 8**, 2024 - 1PM ET

Business Builders: A Resilient Future
Live Session Webinar
Tuesday, November 12th, 2024 • Online • 1 pm Montréal Time
[Register now!](#)

Supply Chain Resilience | International Expansion | Sustainability Portfolio

SAP HEC MONTRÉAL

A Resilient Future

Online event

Tuesday, **November 12**, 2024 - 1PM ET

Business Builders: Sustainable Investments
Live Session Webinar
Tuesday, December 10th, 2024 • Online • 1 pm Montréal Time
[Register now!](#)

Supply Chain Resilience | International Expansion | **Sustainability Portfolio**

SAP HEC MONTRÉAL

Sustainable Investments

Online event

Tuesday, **December 10**, 2024 - 1PM ET

Business Builders

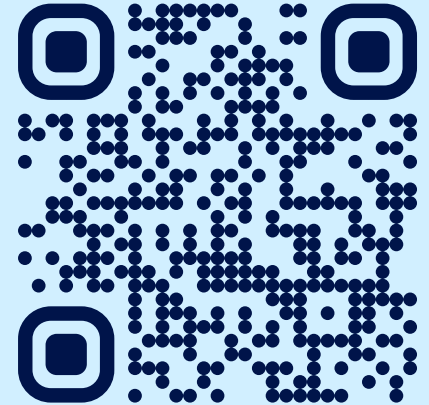
Thank you!

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!

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