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

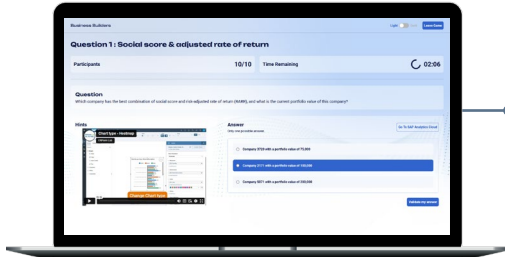Competitive advantage in the job market

Free of charge

Business Builders Overview

Gaming Platform

SAP Analytics Cloud

1 Supply Chain Resilience

2 International Expansion

3 Sustainability Portfolio
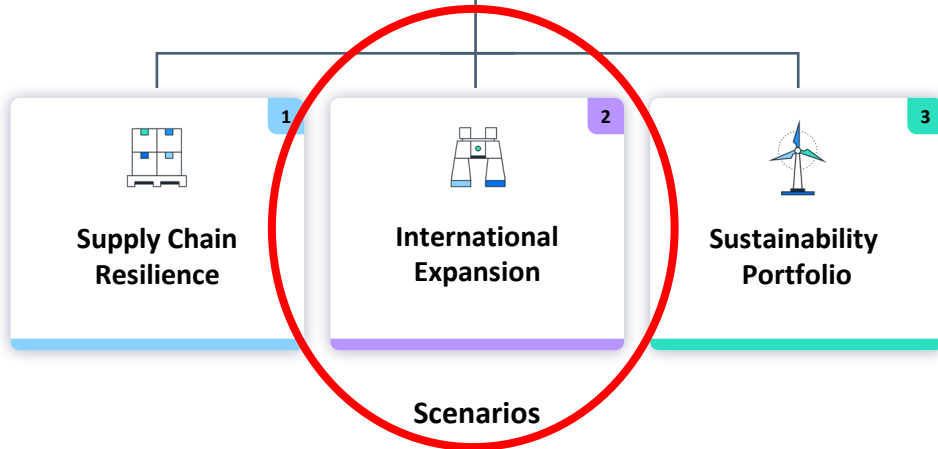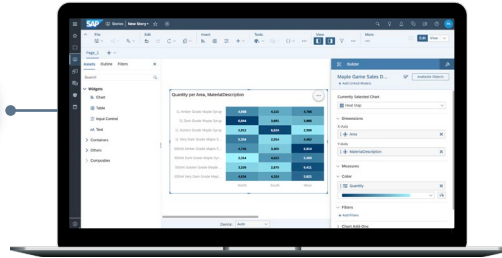
Scenarios

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

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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

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

Stage 2

Datasets of International Expansion

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

Query 1 – Market Survey for Original Muesli	Query 2 – Original Muesli BOM	Query 3 – Market Survey for New Muesli Flavors	Query 4 – New Muesli Flavor BOMs
Survey answers of over 8,000 respondents in 40 countries regarding their breakfast habits and interest towards the Muesli Original product	Bill of materials and costs for 1 box of F15 Muesli Original (1kg)	Survey answers of the 8,000 respondents' interest for five different potential Muesli flavors	Bill of materials and costs for the five different new prospective Muesli products
Stage 1	**Stage 1**	**Stage 2**	**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

Unlocking Growth

Online event

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

A Resilient Future

Online event

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

Sustainable Investments

Online event

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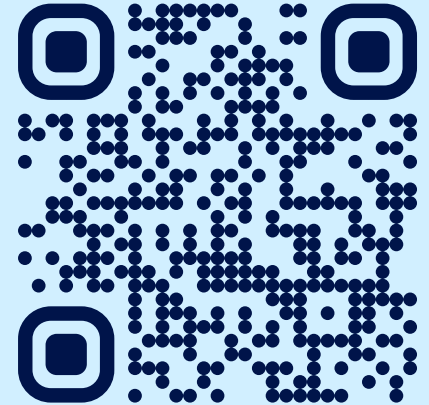
Business Builders

Get engaged and bring it to your classroom!

Thank you!

- ✓ 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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