Competitiveness and Sustainability in a Changing Global Landscape: The Business Strategy Game Simulation

Margaret A. Goralski, Quinnipiac University
Patrice Luoma, Quinnipiac University

ABSTRACT

Through the use of an athletic footwear company simulation, students develop an ability to formulate and implement strategy, modify, and adapt to competitive conditions in a changing global landscape and further enhance their ability to work in teams. Students are exposed to decision-making opportunities in the context of competition, evolving industry and global conditions, and sustainability. In this paper, we describe the use of the Business Strategy Game (BSG) simulation in our senior-level course and introduce the use of our analysis worksheet to facilitate enhanced learning through utilizing data analytics.

Keywords: Competitiveness, Decision-making, Changing Global Landscapes, Higher Education, Strategy, Sustainability