Micromatic

The Micromatic Business Simulation Game is designed for use in both graduate and undergraduate Strategic Management courses. Micromatic allows players to experience the kinds of issues that are involved in managing a small manufacturing operation ($2 million to $4 million in annual sales). The company sells its product in three sales regions, one of which can be either the European Union or China, thereby requiring players to manage exchange rate challenges. Players managing Micromatic must have a coordinated strategy that synchronizes their marketing, operations, and finance functions to achieve success. Each decision round requires players to make approximately 100 decisions.

Micromatic allows students to decide their company mission, goals, policies, and strategies. Student teams make their decisions on a quarter-by-quarter basis: determining price, sales and promotion budgets, operations decisions, and financing requirements. Students can play in teams or play alone; competing against other players or against the computer. You can use Micromatic for practice, tournaments, or for assessment. As the game administrator, you can change variable costs and the importance of marketing factors that impact market share.

Because of the number and type of decisions the student users must make, Micromatic is classified as a medium to complex business simulation game. This helps students understand how the functional areas of a business fit together without being bogged down in needless detail and provides students with an excellent capstone experience in decision-making.

Micromatic is a flexible and robust simulation that has been used for many years in a wide variety of undergraduate and graduate business courses. Within the simulation, the number of components and difficulty can be adjusted to accommodate a variety of course needs. Micromatic helps students feel connected to the course, developing bonds within their team and to the instructor. Students often tell us the simulation was one of the most fulfilling pieces of their business education.

* Strategic Management -- MBA
* Strategic Management -- Undergraduate
* Entrepreneurship and Small Enterprise
* Principles of International Business
* Principles of Microeconomics