Mogul

Mogul is a computer-based model that simulates a small manufacturing company that produces two products. The manufacturing process consists of forming plastic raw materials (sheets of plastic) into the finished consumer products. The products are sold through retail markets to the general public. The two products are not substitutes for one another, nor are they complementary. This means that sales of one product do not effect sales of the other product. You will also have to decide whether to make the products yourself or to sub-contract the manufacture of them to another company.

Mogul is targeted at introductory management courses. Each decision round requires students to make approximately 40 decisions. Through the simulation students learn the basic interactions between the various functional areas of business without being overwhelmed by a mountain of detail. Mogul helps students early in their careers to get first hand experience running their own simulated business in a safe environment. They also develop the skills needed to successfully work in teams.

* Fundamentals of Management
* Organizational Behavior
* Principles of Accounting
* Principles of Microeconomics