

businessgame.education



of... General Management & Business Development • Marketing • Problem Solving & Decision Making • Finance • Project Management • Organizational & Strategic Change Management • Team Building & Working • Time Management • Public Speaking • ICT Management • Strategic Business Executive • Sport Management • Leadership & Empowerment • Human Resources Development • Finance • Project Management • Organizational & Strategic Change Management

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BUSINESS GAMES FOR ACADEMY

UNIVERSITIES, MBA, BUSINESS SCHOOLS,
HIGHER EDUCATION, POLYTECHNICS
AND COLLEGE PROGRAMS

CORPORATE
TRAINING,
RECRUITMENT
AND EMPLOYER BRANDING

LEADING A COMPANY? IT'S LIKE A GAME!

Virtual companies compete in a simulated market. Defining the strategies, analyzing the competitors, understanding the consumer behavior to become a successful market leader.

"We will either find a way, or make one" - Hannibal of Carthage



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ACADEMY

BENEFITS FOR INSTITUTE AND EDUCATOR

Using Business Game allows:

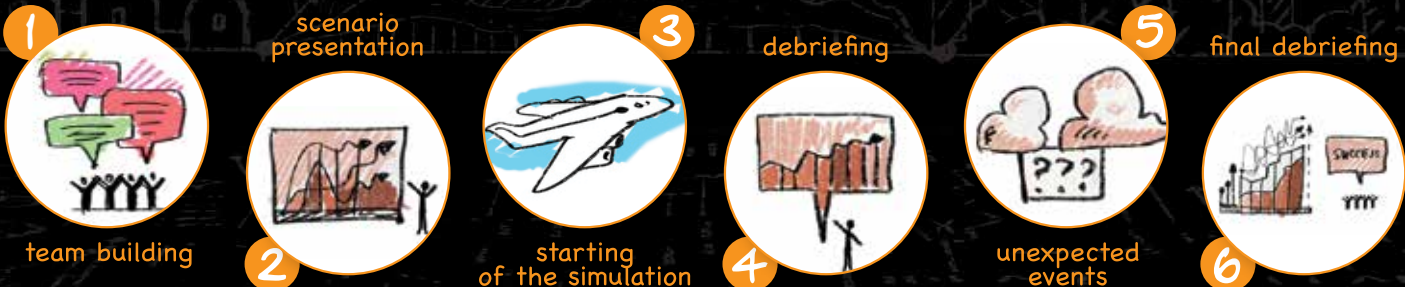
- Learning by playing;
- A “non-conventional” and innovative training;
- To test the hard and soft skills of the participants;
- To use a logical cycle “decision making – results evaluation”;
- To customize the scenario reference to the didactic objectives;
- To show and explain different business concepts through the platform;
- To stimulate group work.



BENEFITS FOR PARTICIPANT (STUDENT)

- It is simple, web based and immediate system;
- It is an effective and involving learning experience;
- It permits to analyze the game results on the basis of decisions taken;
- There is a competition among virtual companies;
- It is a dynamic experience as the reality;
- The simulation allows strategies of the team to changes in the economic scenario.

HOW BUSINESS GAMES WORK



CORPORATE

TRAINING

The Artémat Business Game is an innovative and flexible tool for the training activity.

The Business Game allows to test the management and planning capability, the decision making and analysis of information ability of the participants and to develop specific competences, intuition and logic.

RECRUITMENT AND ASSESSMENT

The latest keyword of the recruitment is "gamification": the use of the features of the game to evaluate the hard and the soft skills of the player in a individual or team working context.

The dynamics of the Business Game allow to trigger different discussions and observations related to a specific context. The HR can observe the participants in action, evaluating the hard and soft skills at the same time.



EMPLOYER BRANDING

Using Business Games in employer branding and talent attraction activities, a company increases the communication impact on participants.

Moreover, the Business Game favours the promotion of corporate identity and permits to identify young talents immediately.

BUSINESS GAMES EXAMPLES



START-UP



MADE IN ITALY



GENERAL MANAGEMENT



TOURISIM



HUMAN RESOURCES



CULTURAL EVENT



ECODESIGN



FOOD & WINE

BUSINESS GAMES FEATURES

From 2 to 24 hours of simulation • From 5 to 100 participants • Online, onsite or blended • Business Game standard or custom



BUSINESS GAME STUDIO

Artémat is able to give its customers all the necessary support to customize simulation models using Business Game Studio Platform.

The Business Game Studio platform is based on Java™ EE Technology.

BUSINESSGAME.EDUCATION

BusinessGame.Education is a project designed and developed by Artémat. Artémat proposes an unconventional approach for projects in training, recruitment and employer branding activities.

Artémat is a leader company in the development of Business Games, the training tools that allows you to “learning by doing” but also “learning by thinking”.

SOME OF OUR PARTNERS

