

# The Business Strategy Game (BSG) & GLO-BUS

Strategic Management Competition-Based Simulations  
Perfect for In-Person or Online Classes

McGraw Hill has a long-standing partnership with the best-selling, competition-based, online strategy simulations on the market, *The Business Strategy Game (BSG)* and *Glo-Bus*, to help students bridge theory and practice.

In these time-tested, trusted simulations, students are assigned to teams and compete head-to-head against each other and make business decisions that mirror real-life. **In BSG, students run athletic footwear companies that produce and market both branded and private-label footwear. In GLO-BUS, students operate companies that design, assemble, and market wearable video cameras and sophisticated camera-equipped copter drones.** Each standalone version is available for \$44.95.

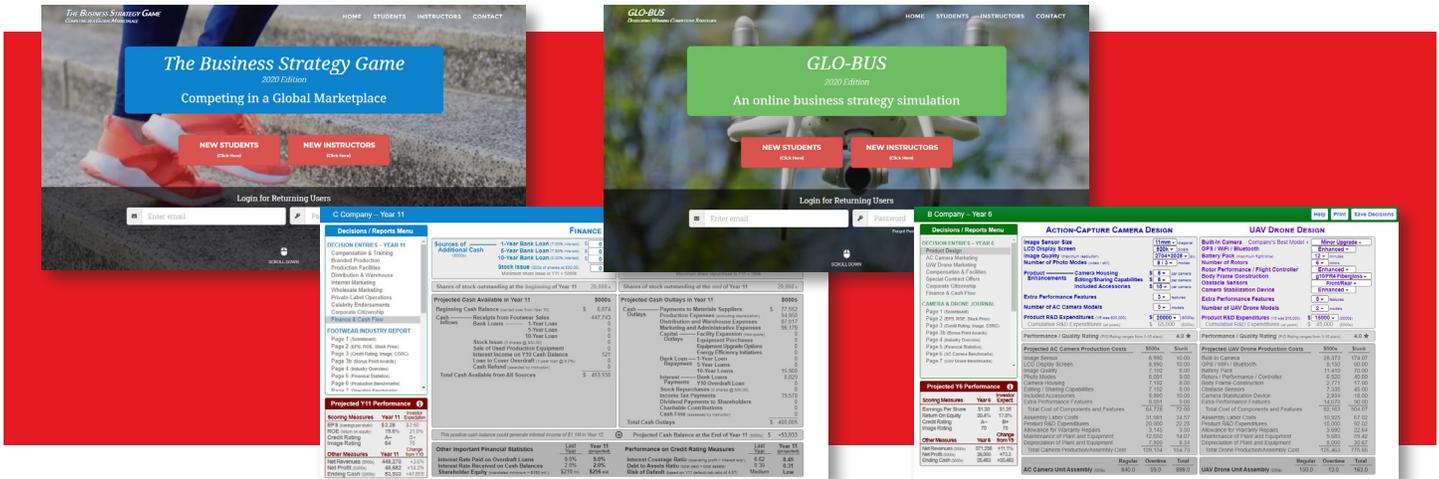
In both simulations, companies compete in a global market arena, selling their products in four geographic regions— Europe-Africa, North America, Asia-Pacific, and Latin America. Each management team is called upon to craft a strategy for their company and make decisions relating to production operations, workforce compensation, pricing and marketing, social responsibility/citizenship, and finance.

Company co-managers are held accountable for their decision making. Each company's performance uses the balanced scorecard approach on the basis of earnings per share, return on equity investment, stock price appreciation, credit ratings, and image and brand rating. Rankings of company performance, along with industry and company statics will help teams make strategic adjustments for the next competitive round.



Any well-conceived, well-executed, competitive approach is capable of succeeding, provided it is not overpowered by the strategies of competitors or defeated by the presence of too many copycat strategies that dilute its effectiveness.

All course materials are accessed through the same gateway - the Instructor Center for you and the Corporate Lobby screen for students.



## Key Features

- ✓ **Online Availability 24/7/365**
- ✓ **Windows/Mac Compatibility**
- ✓ **Built-in Collaboration Tools** enable each student team to have online group meetings to talk, work from the same screen, see projected outcomes of trial decision entries, and arrive at consensus actions to take — in person meetings are unnecessary. Instructors can easily join these meetings from their own PCs as well.
- ✓ **Automatic Grading** – Company performances are scored automatically based on EPS, return on equity, stock price credit rating, and image rating.
- ✓ **A Variety of Optional Assignments including:**
  - **Built-In Quizzes**
  - **Peer Evaluations**
  - **Three-Year Strategic Plan**
  - **A Company Presentation**, at the conclusion of the simulation, enables each team to prepare PPTs to describe their strategy and summarize their company’s performance to the class, instructor, or outside board of directors.
  - **Learning Assurance Reports**, the first provides empirical data on 9 measures of proficiency, business know-how, and decision-making skills; the second is a post-simulation comprehensive exam ranking how well your students performed vis-à-vis students playing the simulation worldwide over the past 12 months.

We also have a **BSG/GLO-BUS Valuepak offer** that consists of the simulation and concise, e-text for \$114.95. It includes 12 chapters and a 276-page digital text of *STRATEGY: Core Concepts and Analytical Tools*, 6th edition (2020-2021) by Arthur Thompson. You can add optional cases from their Library for \$5 for each case. Click [here](#) to learn more about the Valuepak offer.

## How the Two Simulations Differ

	The Business Strategy Game (BSG)	GLO-BUS
<b>Industry Setting</b>	Companies begin producing branded and private-label <b>athletic footwear</b> in two plants, one in North America and one in Asia. They have the option to establish production facilities in Latin America and Europe-Africa.	Companies assemble wearable, miniature <b>cameras and drones</b> of varying designs and performance capabilities at a Taiwan facility and ship finished goods directly to buyers in North America, Asia-Pacific, Europe-Africa, and Latin America.
<b>Market Segments</b>	12 market segments: online sales, sales to brick-and-mortar retailers, and private-label sales to customers in North America, Latin America, Europe-Africa, and the Asia-Pacific.	8 market segments—sales to camera retailers and online sales to drone buyers in each of the world's four geographic regions.
<b>Operations</b>	Up to four plants (one in each geographic region).	A single plant facility that assembles both cameras and drones.
<b>Distribution</b>	Each BSG company operates a distribution center in each geographic region and makes up to five shipping decisions per geographic region to supply customers and manage regional inventories.	There are no finished goods inventories and distribution centers to operate because all units produced are immediately shipped to buyers.
<b>Production and assembly operations</b>	Up to 11 production-related decisions and 6 workforce compensation decisions per plant; max of 4 plants.	Up to 10 product design decisions for cameras and 10 for drones and 8 decision entries for assembly operations and workforce compensation.
<b>Pricing and marketing</b>	Up to 9 decisions for each of 4 geographic regions, plus bids to sign celebrities to endorse company brands (2 decision entries per bid).	7 decisions for cameras and 5 for drones for each of the four geographic regions.
<b>Social responsibility and corporate citizenship</b>	Up to 8 decisions	Up to 6 decisions
<b>Finance</b>	Up to 8 decisions	Up to 8 decisions
<b>Time Requirements for Students</b>	BSG is our most robust simulation. About 2 ½ hours per round.	About 2 hours per round because company operations are simpler and involve fewer decisions.

**\*Recommendations:** Company management teams of 3-4 students are optimum, with anywhere from a minimum of 4 to a maximum of 12 companies in a single industry. Divide classes larger than 35-45 students into 2 or more industries. Schedule 2 practice rounds for students to learn how things work.