Instructor manual

Usability guide for the Instructor platform

[This guide describes in detail how to use the Cesim business simulations Instructor platform.]

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1. About Cesim

1.1. General

Cesim provides corporations, universities, and other educational institutions easy-to-use and cost-effective business simulations that can be integrated in various business courses. Headquartered in Finland since 1996, we operate globally through our own offices and partner network.

1.2. Cesim products

Cesim offers eight different types of simulations to educational institutions and corporations:

• **Cesim Global Challenge®**

An online simulation designed for strategy and international business studies. It develops students' understanding of the complexity of global business operations in a dynamic, competitive environment.

• **Cesim Simbrand**

An online marketing management simulation that develops students' understanding of the marketing decision-making process as a whole, with particular emphasis on profitability.

• **Cesim OnService**

An online services management simulation that helps students to practice and learn service business success factors in a Small to Medium sized Enterprise (SME) environment.

• **Cesim Hospitality**

Hotel and restaurant management simulation.

• **Cesim LisaCom**

An online telecom industry simulation. Mobile and fixed line marketing decisions, network investments, and new telecom ventures.

• **Cesim Simpower**

Electricity and heat sales and production. Plant investments, electricity exchange trading and derivatives for risk management.

Simulations can be conducted in a few days or over an entire semester. The number of simulation rounds, schedules, and team structures can be adjusted even after the course has started.

1.3. Contact Cesim

Cesim Oy Arkadiankatu 21 A 00100 Helsinki Finland tel. +358 9 406 660 http://www.cesim.com/

contact@cesim.com

1.4. Join the Cesim community

Get in touch with us on any of the following social media channels.

Facebook

The Cesim Global Community (mainly for students) @ http://www.facebook.com/group.php?gid=35939349430

Cesim @ http://www.facebook.com/pages/Cesim/151743784869056?v=wall

Twitter

CesimFinland @ http://twitter.com/#!/CesimFinland

Youtube

CesimFinland channel @ http://www.youtube.com/user/CesimFinland

LinkedIn

Company profile @ http://www.linkedin.com/company/80843?trk=null
Group @ http://www.linkedin.com/groups?gid=2105048&mostPopular=

Instructor forum

Instructor forum is for discussing the platform and simulation characteristics. The forum discussions have separate discussion areas for platform and each simulation. The instructor forum's main purpose is to share insight and hints among instructors and Cesim.

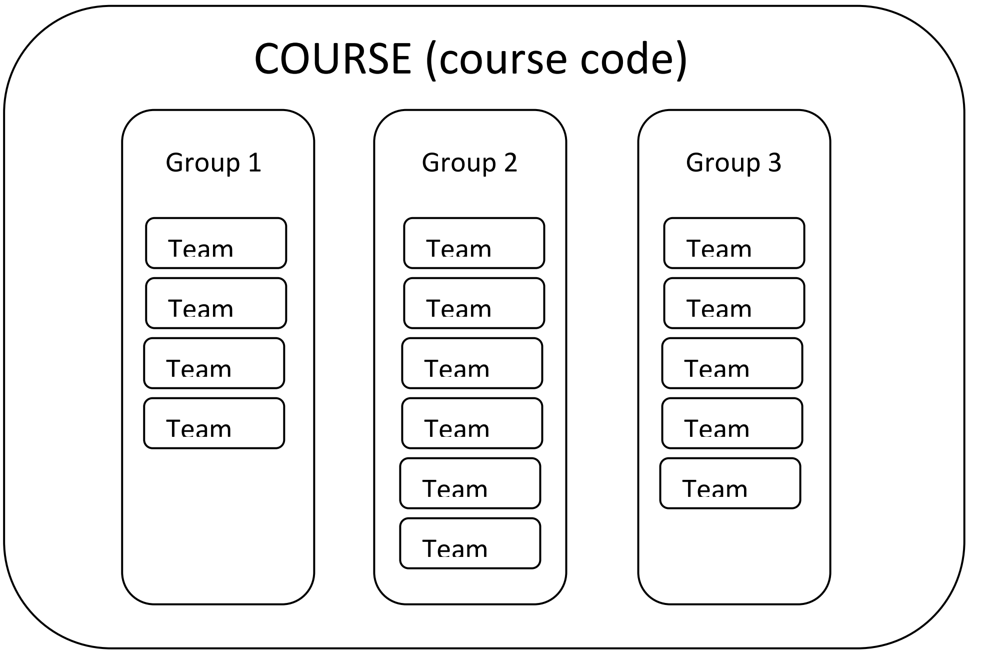
http://forum.cesim.com/forum.php

2. Getting started

This chapter introduces the Cesim simulation environment basics and guides how to get started with setting up a course.

2.1. Introduction to Cesim simulations

Every Cesim simulation game consists of the same basic elements. Firstly, each separate simulation game you run for your students is called a *course*. Every course needs to have a unique course code. Your students also need the course code when registering to the *course*. Secondly, a course consists of one or several *groups* that consist of two or more *teams*. Maximum number of teams per group is 12. In case you have more than twelve teams participating, you need to set up multiple groups for your course. Finally, one or more of your students that are playing the simulation make up a single team. There can be 1 – 5 students in one team. As an instructor you are able to define the maximum number of students per team at will. In case you have more than 60 students (5 students / team x 12 teams), you need to run at least two Groups.



Each group acts as a single *market* in which teams compete against each other. Different groups are indifferent to the results and decisions of other groups in the same course. Possibility to set up multiple groups for a course allows an instructor to control the amount of teams playing against each other. The course instructor is therefore able to create different levels within one course, by asking the students to fill in the groups according to their level of experience.

Each team depicts an individual company active in a market (or group). Your students act as the management team for that company while competing and trying their wits against other teams.

The game progresses in *rounds*.

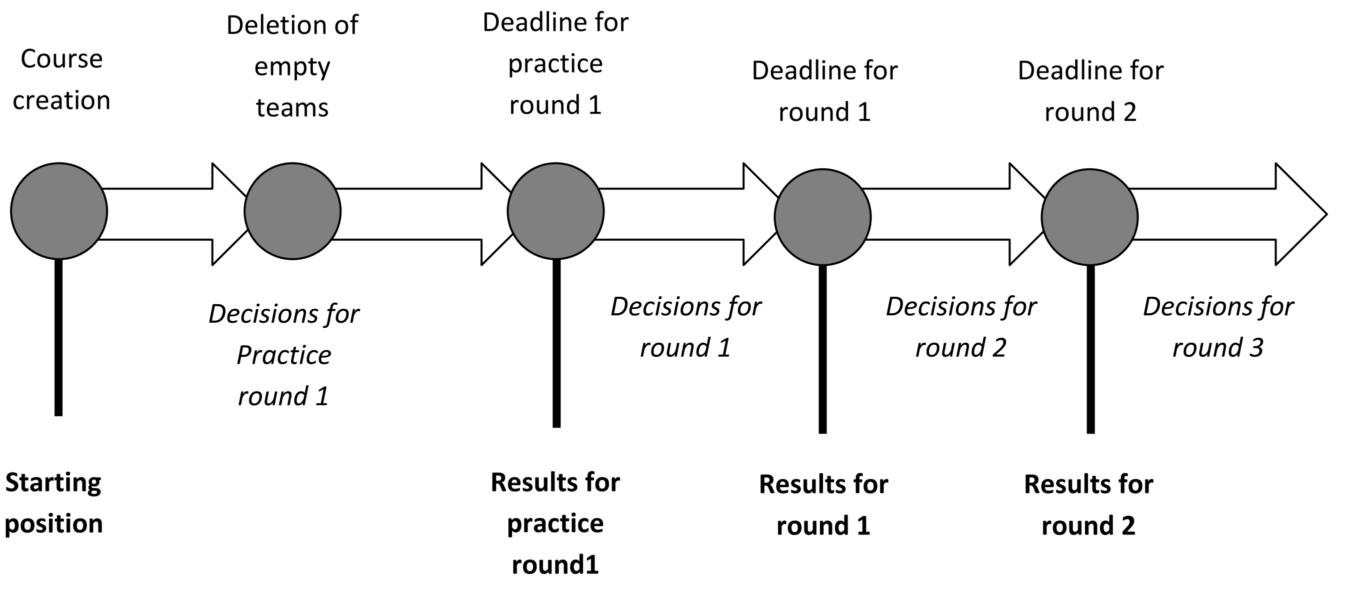
The starting situation is exactly the same for all the teams. This initial round (= starting position) represents last year's bookkeeping. You can see it in the Results when you create a course, but it does not have a deadline or appear in the Schedule.

The simulation can have up to three practice rounds. The idea of a practice round is to give the students an opportunity to

familiarize themselves with the simulation game by making a set of actual decisions. The teams' performance during the practice round(s) does not affect the results of the actual rounds. Usually, one practice round is sufficient to introduce students to the simulation.
In each round, players make decisions for the corresponding year. Some of the common decisions during a year include product pricing, marketing and financing decisions. All teams have to have team's decisions on the *Decision checklist* page at each round *deadline*.

The deadlines are universal for all groups. After a deadline for a round has passed, the results for that round are available in the *Results* area of the game.

Finally, the picture below illustrates the flow of a Cesim simulation game (this case assumes that you have 1 practice round).



When you create a course, you will be given the option to choose the deadline for your first round on the Preliminary Schedule Structure page (if you selected to have one or more practice rounds, this will be 'First practice round deadline'). After you have defined a date for your first deadline, you may input a convenient value in the 'Round deadline interval in days' that will set the amount of days that should pass between the following deadlines (it can be edited later). Once you have set the schedule for your course, you will see the 'Deletion of empty teams' information on the Confirm course structure page. This action is set to happen by default 1minute before the first deadline of the course, and its purpose is to prevent unnecessary clutter and a mix-up in the total demand.

Every round has a different outlook which is based on the parameters that are defined for the simulation for each round. The parameters of the game form a base for calculating results on a marketplace. A default set of parameters are already defined for the basic case and those are automatically available when creating a course. It is also possible to change these parameters, rewrite outlooks and case description, and thereby create your own case for your course. Creating your own case and setting parameters is explained in detail in Chapter 6.

2.2. Registering

Setting up an account for the **Cesim simulation platform is** an easy and quick process.

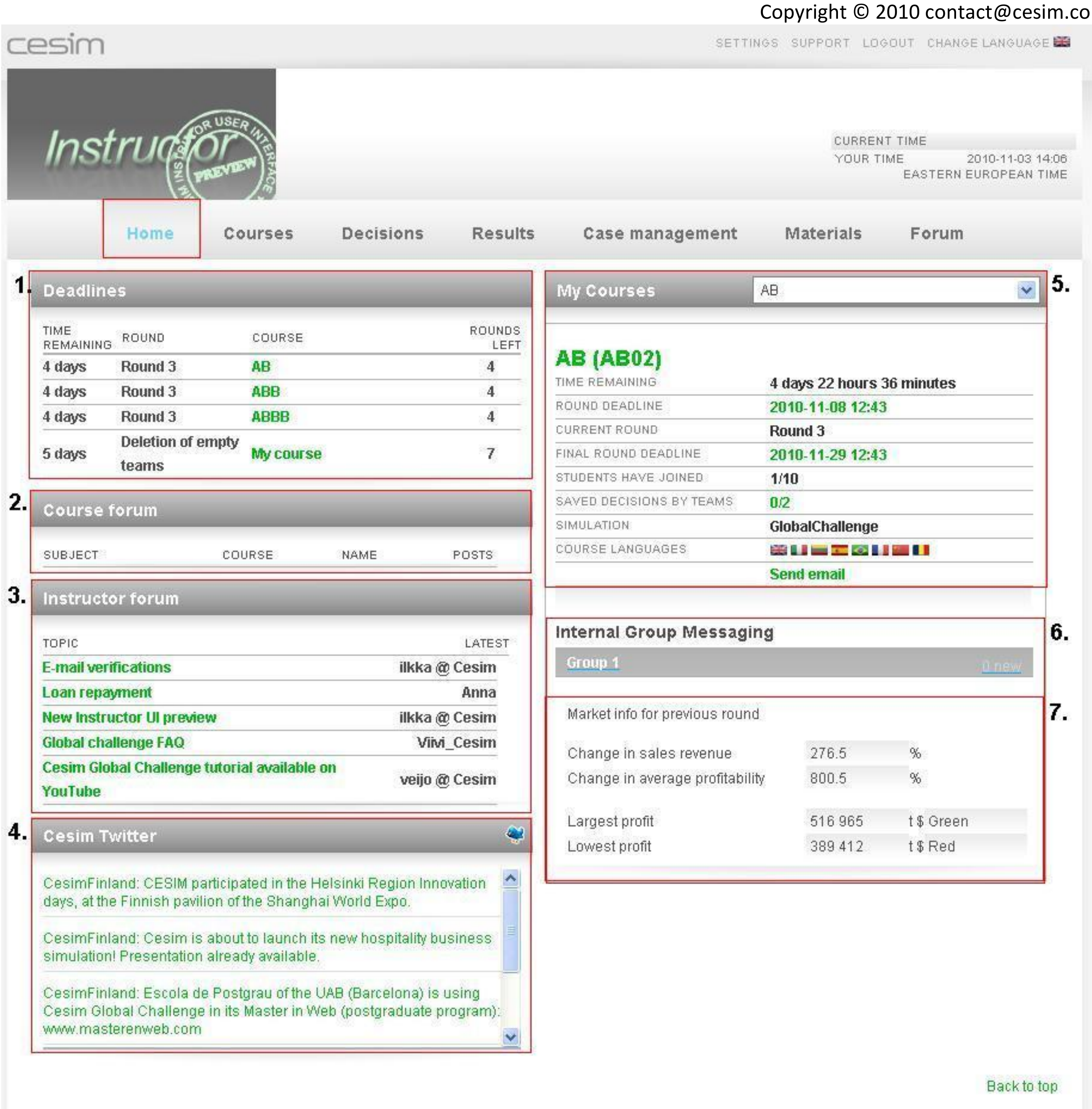
If you want to register as an instructor for the 4th generation of Cesim Global Challenge (=GC4), you can go to http://gc4.cesim.com and click the link *Click here to register*. Follow the instructions. Fill in your details and choose your role as an “instructor”. If you have any difficulties or questions about the registration process, please contact <support@cesim.com>.

After you have completed the registration, you can create a course and make a schedule for it. Once the course is in the system, you can concentrate on supervising and tutoring your students. There’s no need to manage any decision files or other technical matters. The students can start registering to your course after you have delivered them the *course code* you have defined for the course.

2.3. Introduction to the Instructor interface

After registering as an instructor, you can use your e-mail address to login to the instructor interface. The first thing you will see when entering the simulation is the instructor homepage shown below. The first thing to do is to create a course under the Courses –menu explained in Chapter 3. The introduction of the home page below assumes you have courses created already.

This homepage contains useful information of all your active courses at one glance.



1. **Deadlines**
   On the upper left side of the screen you can find the ***Deadlines*** panel that contains the information about all your upcoming course deadlines (time remaining, round, course, rounds left). Clicking on the course names will take you to the Courses page to get a more detailed view of your program.

2. **Course forum**
   Here you can find any topic that was discussed **between you and your students' course wide** via this in-built community platform. Clicking on any of the subjects or topics will redirect you to the dedicated view of the discussion.

3. **Instructor forum**
   This forum is not shown to your students, and serves the purpose of communication and knowledge sharing **between you and our team.** Clicking on any of the subjects or topics will take you to the dedicated view of the discussion.

4. **Cesim Twitter**
   This panel integrates our twitter stream into your home page so you won't miss out on any buzz that's going on at our company. Clicking on either the little bird icon or any of the conversations in the panel will take you to our Twitter page where you are welcome to follow us.

5. **My Courses**
   Your courses are listed under ***My Courses*** on the upper left right side of the view. Here you can see the course name and the simulation game which that course is currently running, as well as the time remaining, round deadline, current round, final round deadline, amount of students that have joined amount of saved decisions by teams in the round and the languages the simulation game is available in to your students. You can fetch the same information about each of your currently running courses by selecting them from the drop down menu found in the upper right corner of this panel. Clicking on the name of the course will redirect you to the detailed Courses view, while doing so on the *Round deadline* or *Final round deadline* will take you to the Schedule view. The *Saved decisions by teams* allows you to see which of the teams haven't submit their decisions yet, and from the same popup you are able to send them a reminder email. Finally clicking on any of the flags in the *Course languages* row will prompt you the Edit course settings window, where you may change the course name, course code, the maximum number of students per team (1-5), and the language(s) the course is available in to your students. By default all of the languages are allowed, so in case you want to restrict your students from playing the simulation game in certain languages you can select the ones you allow by ticking their associated tick boxes and clicking Save.

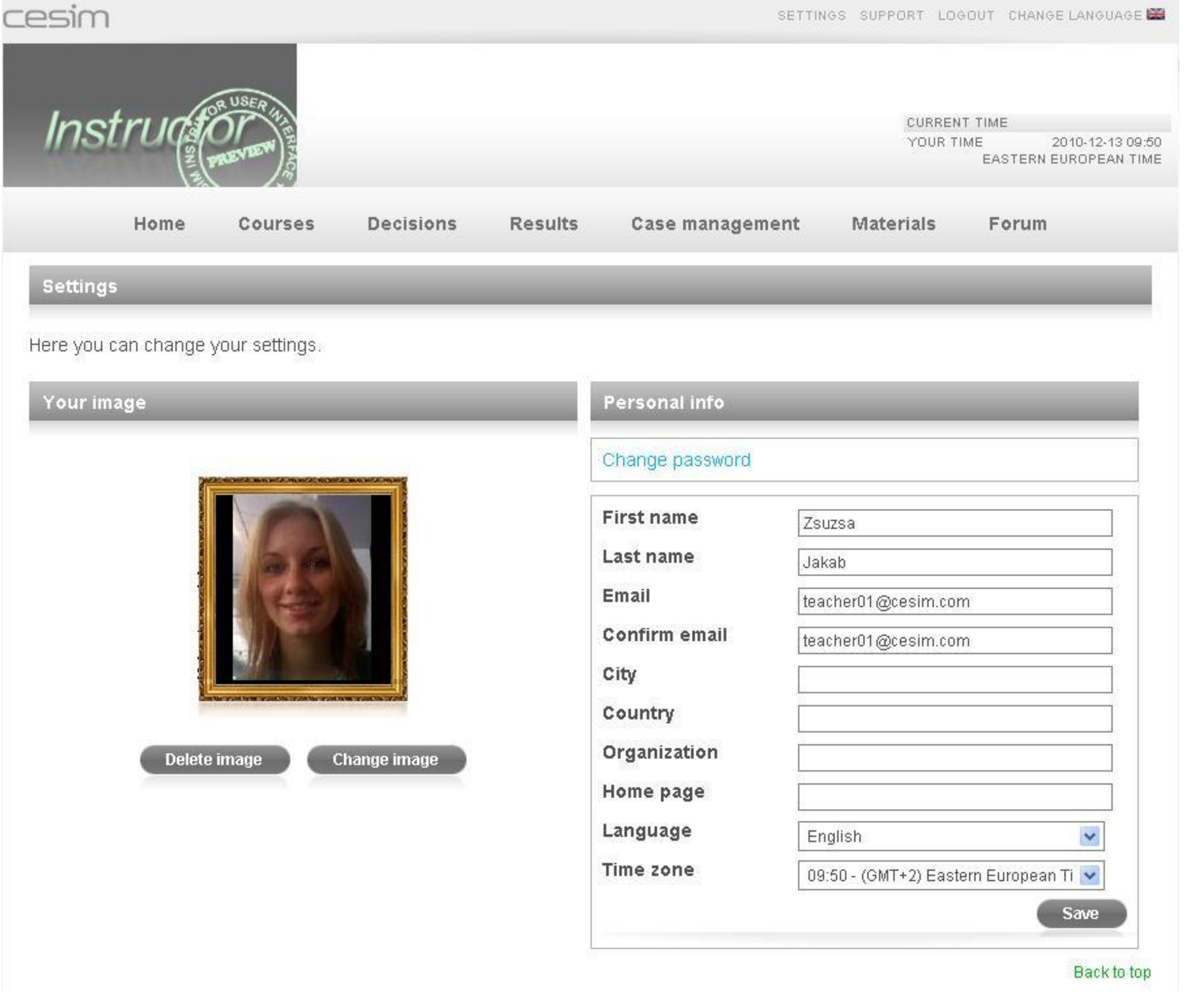
6. **Internal Group Messaging**
   The bottom half of the ***My Courses*** panel contains the *Internal Group Messaging* which is where all **communication between you and each course's groups** take place to share sensitive group specific questions or information.

7. **Market info for previous round**
   This section contains a snapshot of some of the group's most important stats from the previous round, for example *Change in sales revenue, Change in average profitability, Largest profit and Lowest profit.*

The top of the page contains links which you can use to navigate to other pages of the instructor interface. The following chapters will familiarize you with these functions:

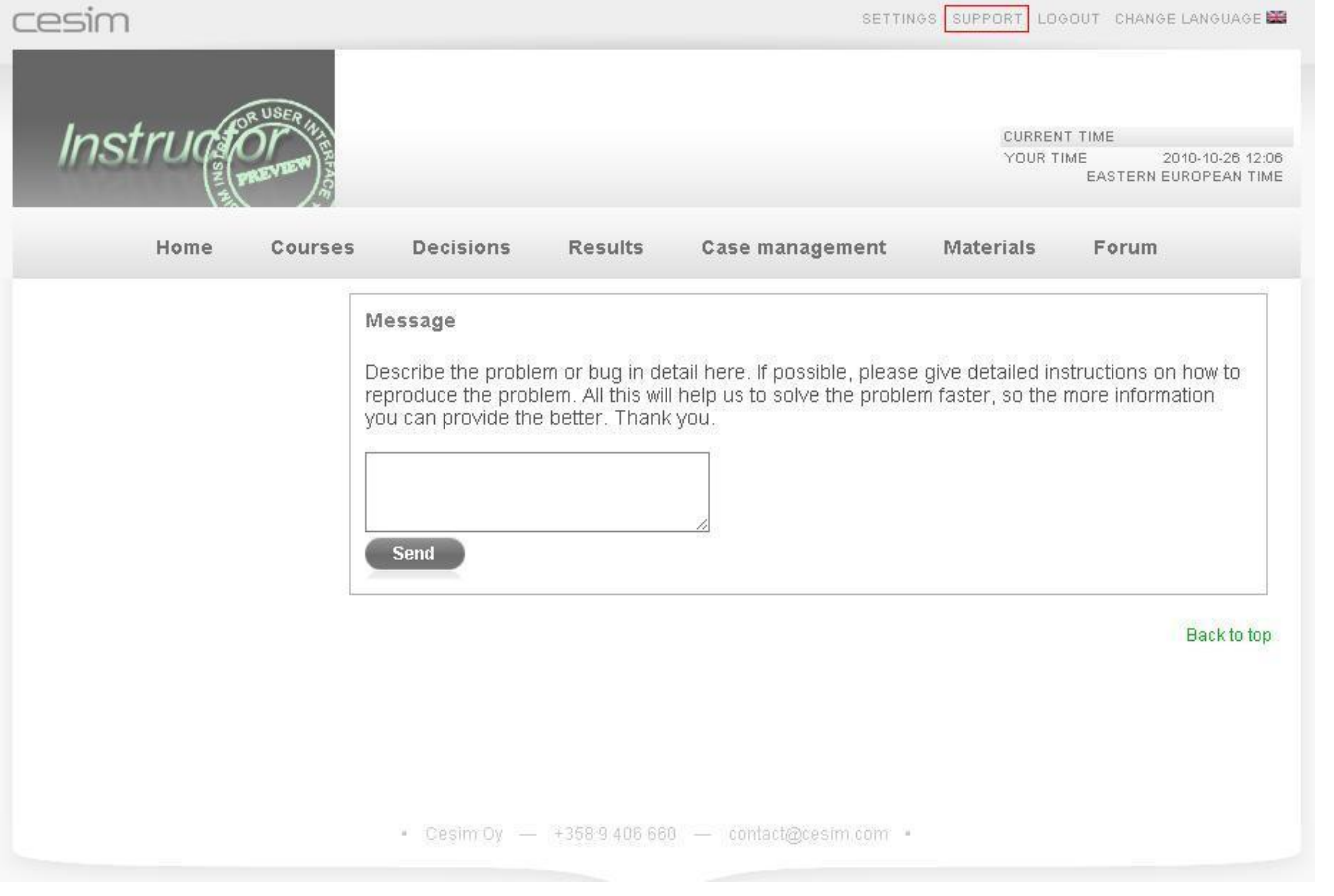
Courses -chapter 3. *Decisions* -chapter 4. *Results* -chapter 5. *Case management* – chapter 6. *Materials* -chapter 7. *Forum* -chapter 8.

2.4. Settings



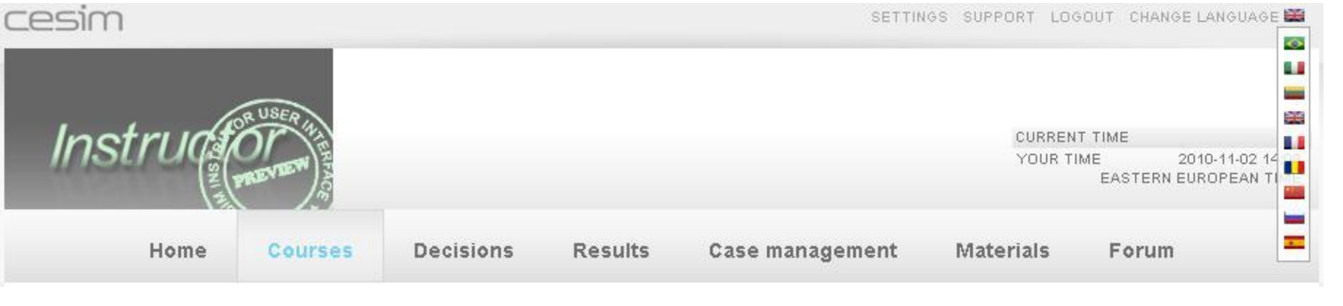
On the *Settings* page, you can reset your password, upload an image or change your personal settings.

2.5. Support



Next to *Settings* you can find the *Support* page. Here you can send questions and error reports directly to the Cesim support staff, which will automatically include a lot of important technical data that helps our team to find out the cause of the problem easier and faster. **Because of this, please use this channel to send your support requests to us whenever possible.**

2.6. Change language



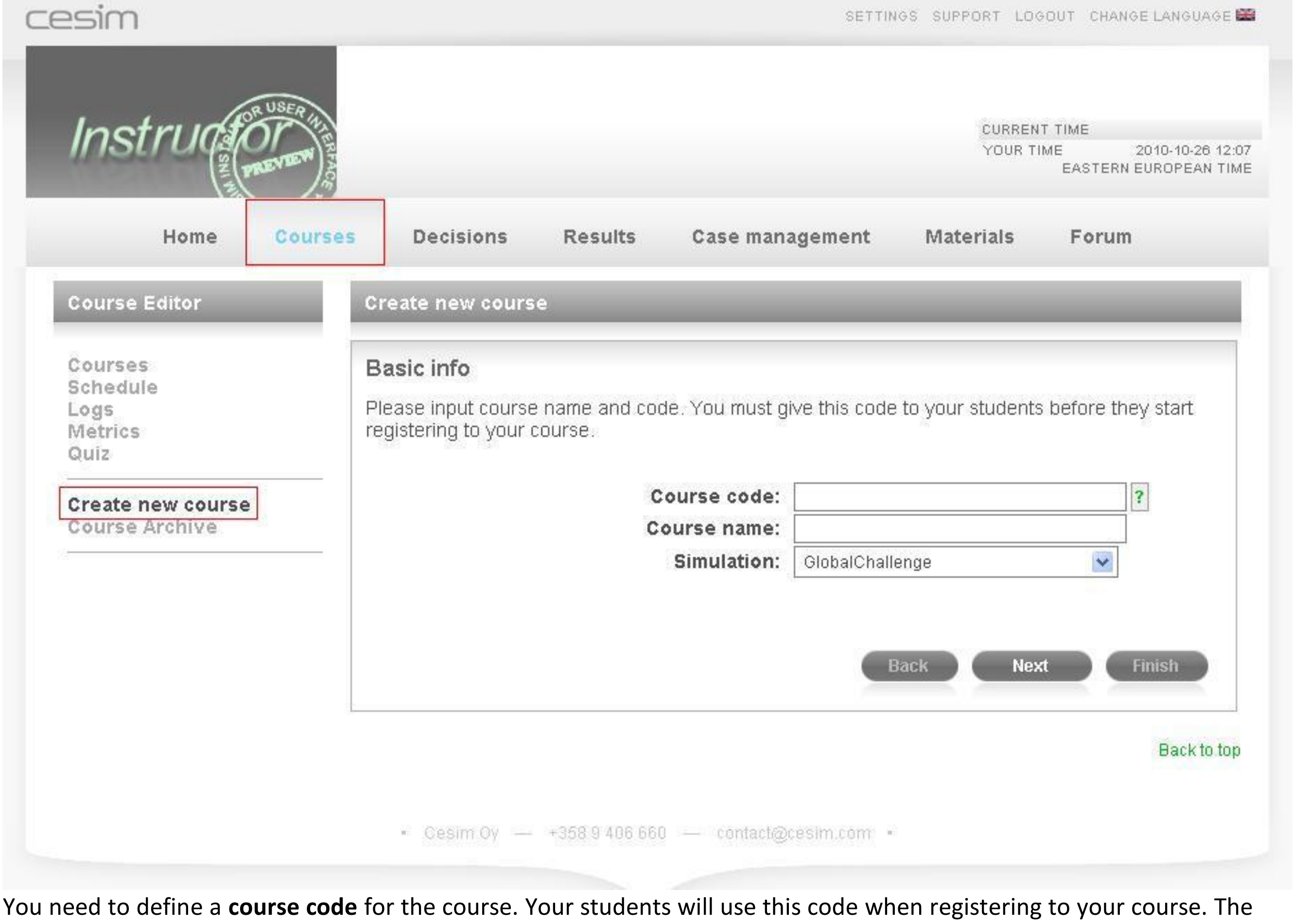
Clicking on the flag on the upper right corner will prompt the dropdown list of languages the Instructor is available in. Choosing any of them will change the language of the interface to the selected language.

3. Courses

3.1. Create new course

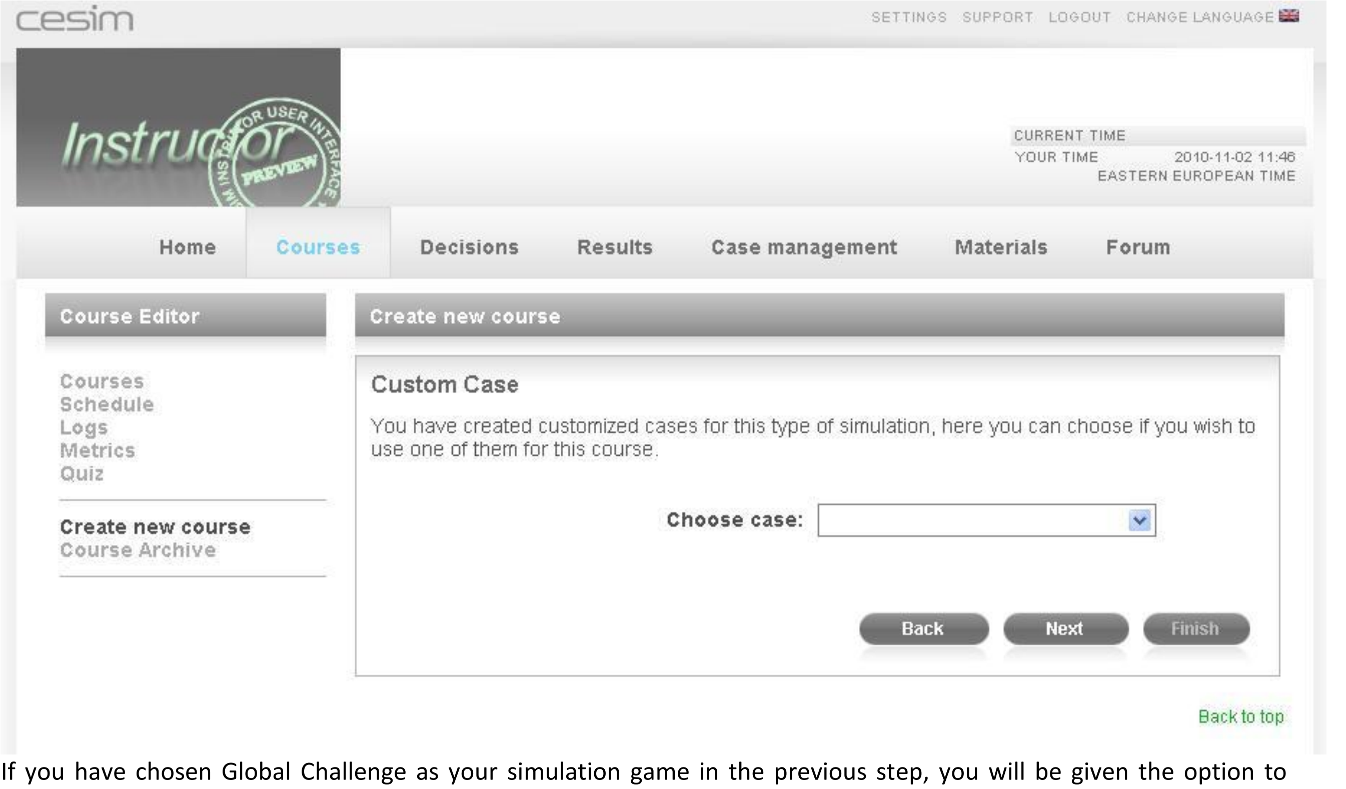
1. Go to **Courses** page and click **Create new course.** Any settings you select in the course creation process can be changed later on.

2. **Basic Info**



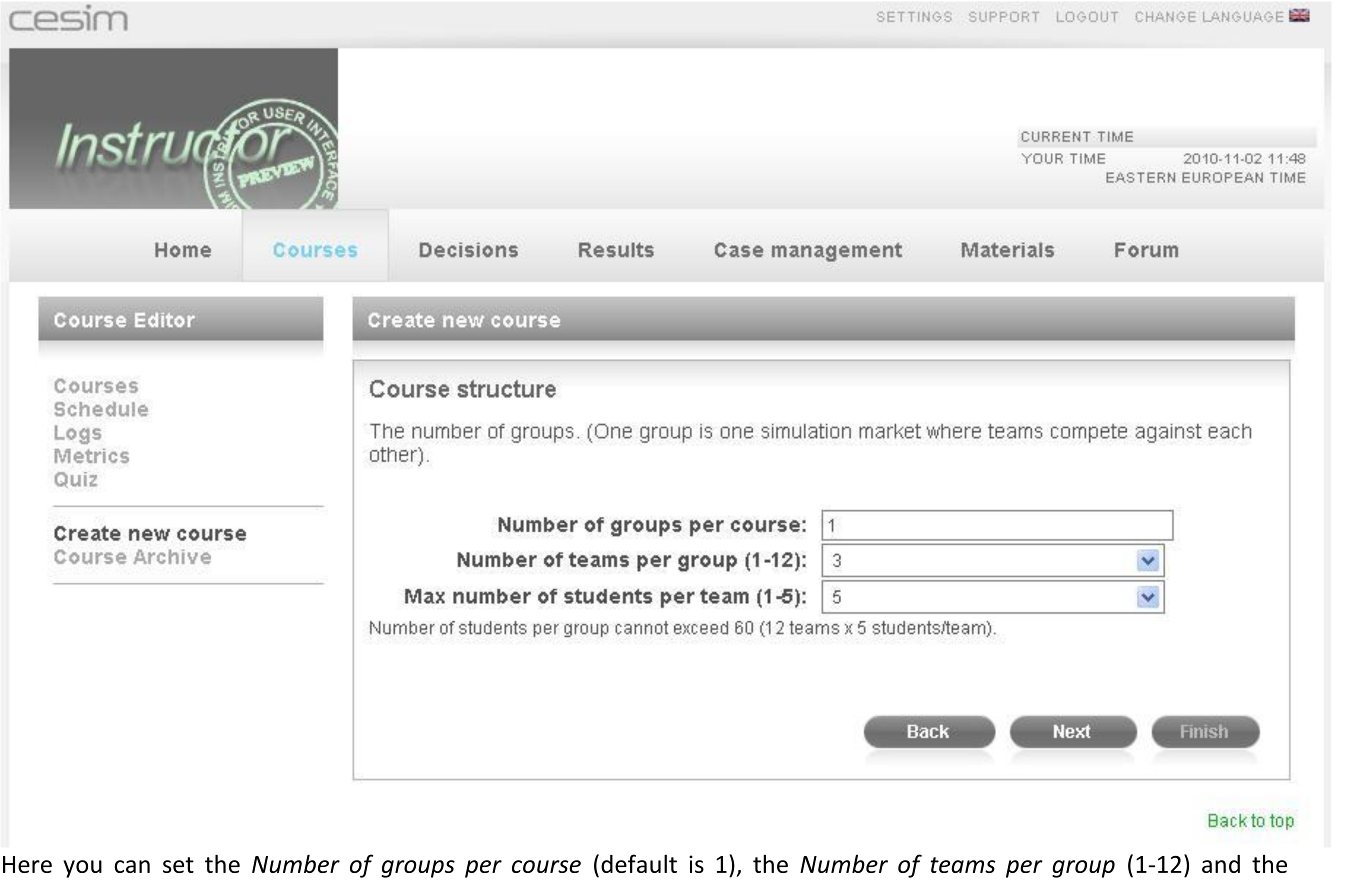
You need to define a **course code** for the course. Your students will use this code when registering to your course. The course code is case sensitive and can only be used once. As opposed to the course code, you can use the same course name for several courses. The **course name** acts as a title for your course which your students see in their accounts. Now choose the **simulation** game that you want to use in your course from the dropdown menu then click 'Next'.

3. **Custom case (optional step)**



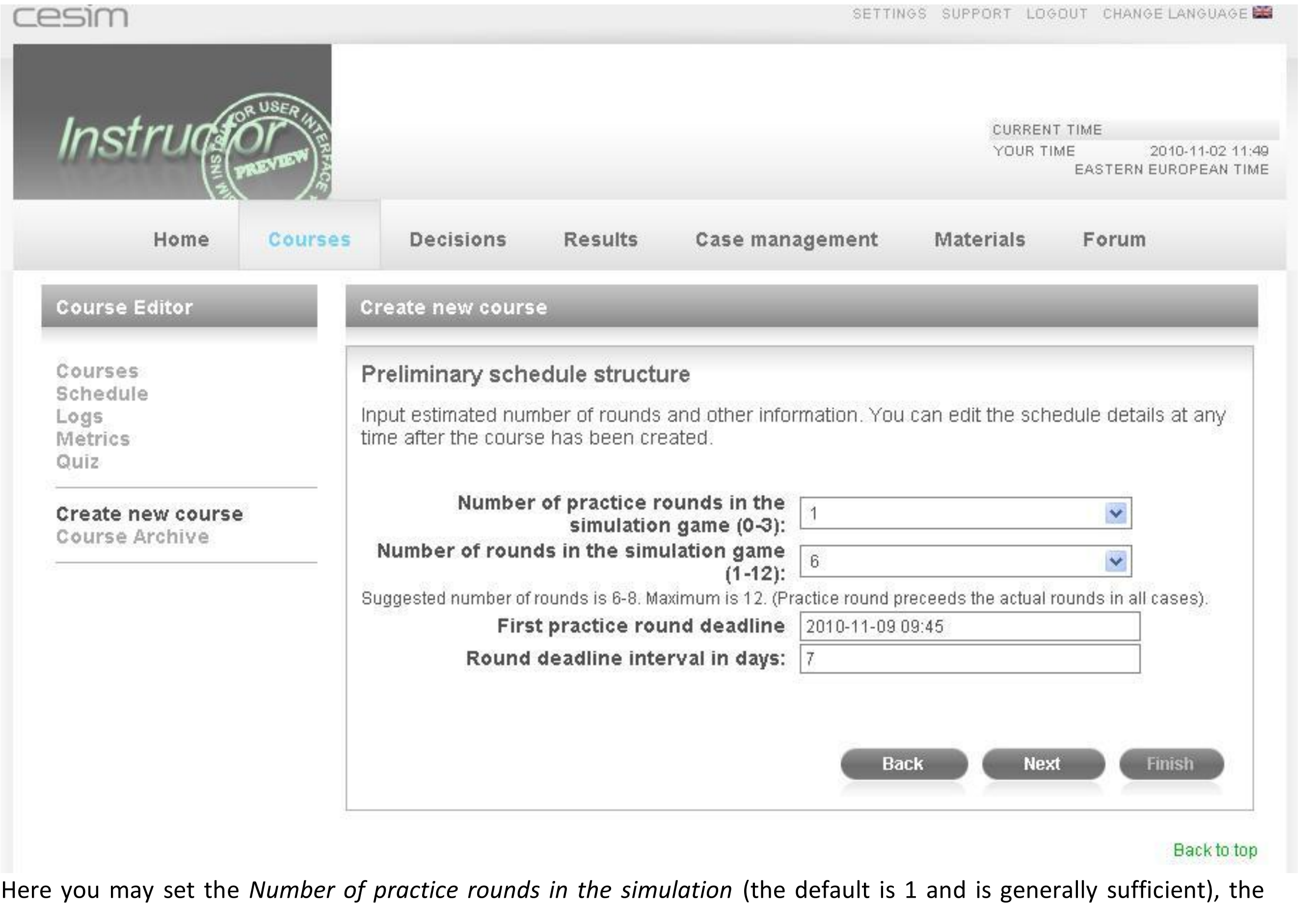
If you have chosen Global Challenge as your simulation game in the previous step, you will be given the option to choose a custom case for your course. A custom case is a modified dataset that you deem more suitable for your course, and which you can create under **Case management**.

4. **Course structure**



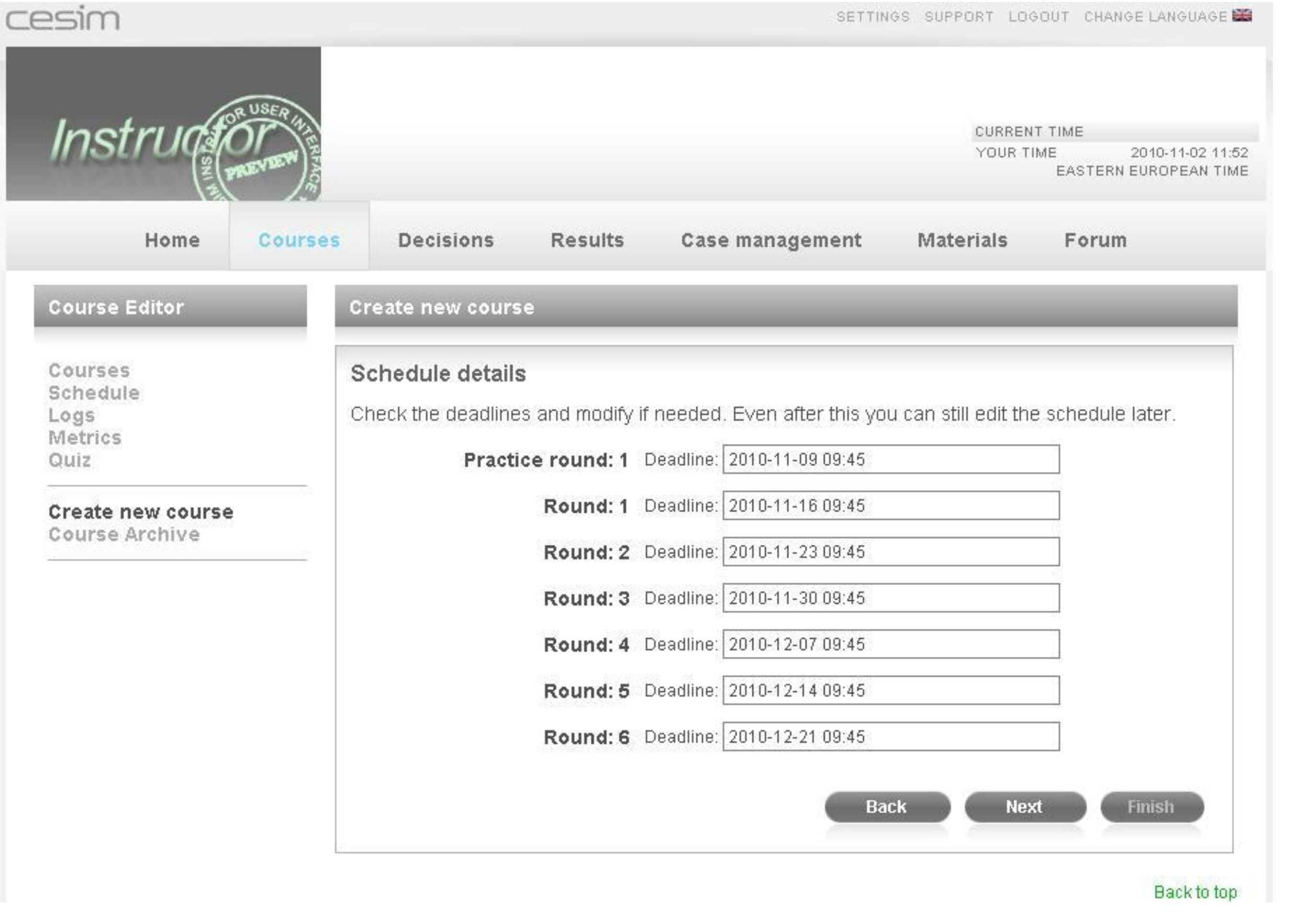
Here you can set the *Number of groups per course* (default is 1), the *Number of teams per group* (1-12) and the *Maximum number of students per team* (1-5). For more information about the Course structure, please revisit Chapter 2.1.

5. **Preliminary schedule structure**



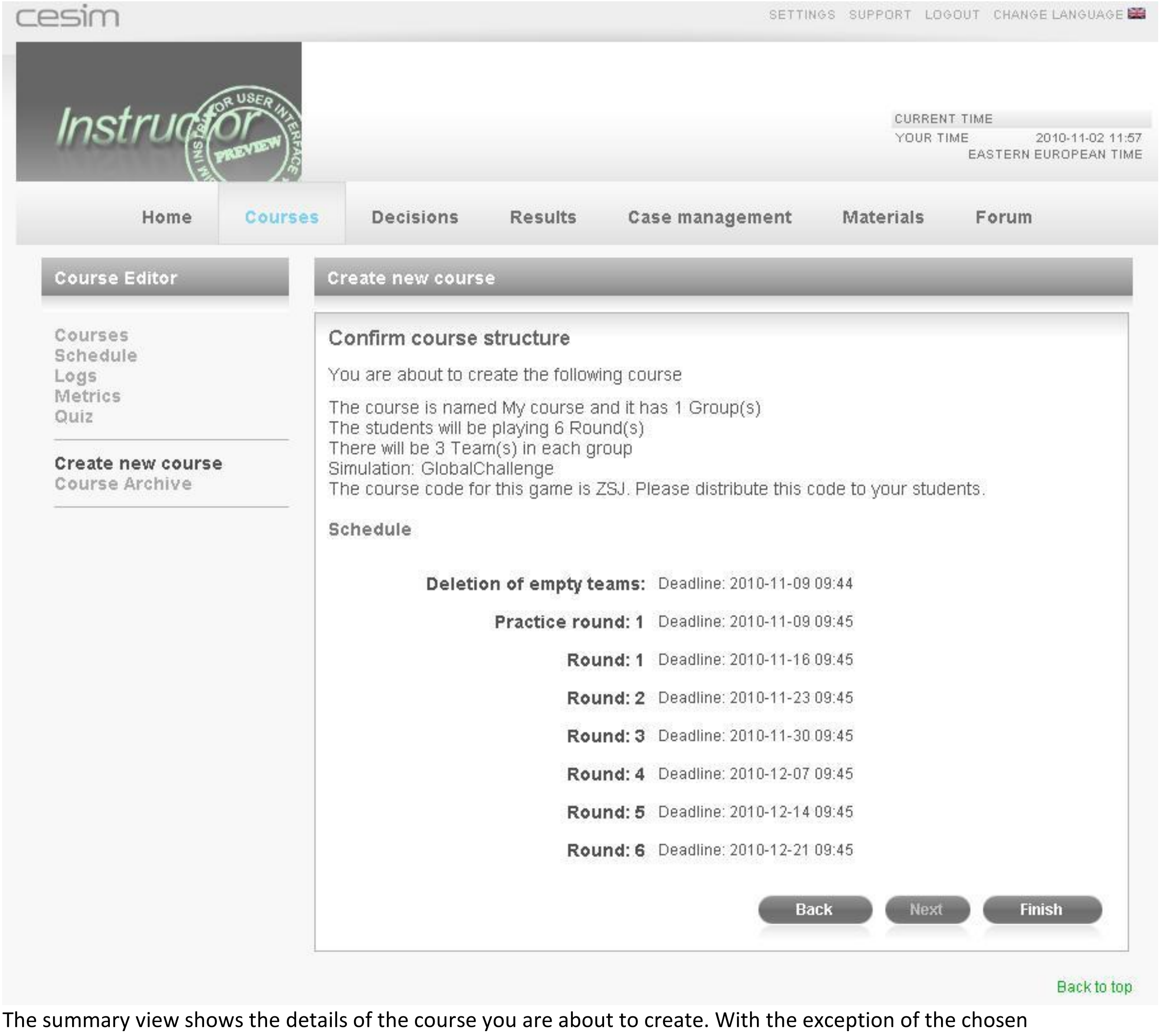
Here you may set the *Number of practice rounds in the simulation* (the default is 1 and is generally sufficient), the *Number of rounds in the simulation game* (the default is 6), the *First practice round deadline* and the *Round deadline interval in days*.

6. **Schedule details**



This view shows the schedule breakdown of the course which you may edit freely either here, or later on. It is advisable to have enough time between rounds for reflection on the results of the previous one, and being able to formulate the strategy for the new round.

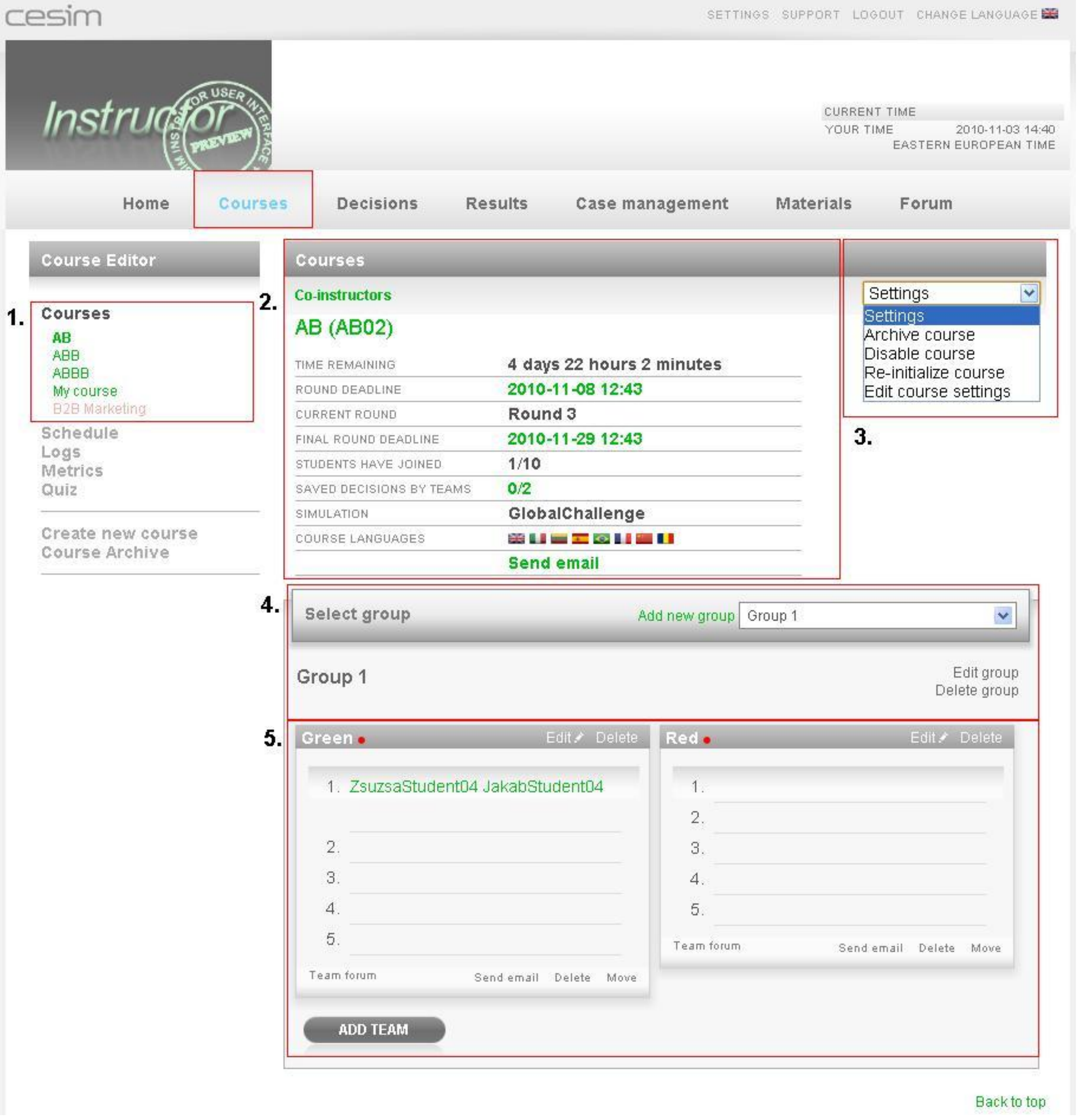
7. **Confirm course structure**



The summary view shows the details of the course you are about to create. With the exception of the chosen simulation game, you will be able to edit any of the information shown here later.

3.2. Courses

The Courses view contains all the vital information about each of your courses in detail.



1. **Courses Editor > Courses**
   By clicking on Courses in the Course Editor panel on the left hand side, you can see a list of your currently active or finished, but not yet archived courses. Selecting any of them will show you the same information that's present also on the home page, and in addition to that, the detailed view of each group and its teams, as well as edit options.

2. **Courses**

   a. **Co- instructors**

You can invite co-instructors to you course with the *Co-instructors* link. This popup also lists the co-instructors for every active course you have.
To invite a co-instructor, send an invitation to the course by writing a (valid) email address of the person. The recipient will receive an invitation by email with all of the required registration information.

b. Send email
This feature allows instructors to send course wide emails to their students. Clicking on it will show a popup, in which the email addresses of all your students in the selected course are already added to the recipients list. You may freely edit this list, as well as define a Subject and a Message for the course wide email to be sent.

3. Settings
This dropdown contains the Archive course, Hide game, Re-initialize course, and Edit course settings options.

a. Archive course
Removes the course from under the Courses list in the Course Editor and moves it under the Course Archive link on the bottom of the panel. An archived course remains visible to and editable to students, but is rendered non-editable to instructors. The course can be retrieved from the Course Archive list.

b. Hide game
Hides the Decisions and Results editing possibility in the simulation game of the course for the students, but keeps the course itself editable to instructors. A hidden game can be retrieved by clicking 'Show game' in the same dropdown menu.

c. Re-initialize course
Calculates the results for round 0 again. You need to use this tool only if you have set parameters for a course and changed the initial round parameters, i.e. initial situation. (*Case management*, Chapter 6). This updates the round 0 results. Since this makes the practice round 1 or round 1 decision areas to match your parameters, it is strongly recommended, that you change the starting position this way only before letting the students to the game, since the students see the starting position readily when entering the game.

d. Edit course settings
Here you may change the course name, course code, the maximum number of students per team (1-5), and the language(s) the course is available in to your students. By default all of the languages are allowed, so in case you want to restrict your students from playing the simulation game in certain languages you can select the ones you allow by ticking their associated tick boxes and clicking 'Save'.

4. Select group
This is where you may edit the group wide settings.

a. Add new group
You may add a new group to a <u>course that has not started yet,</u> after which it is not possible to do this anymore.

b. Dropdown
Show each group's teams by clicking on their names in the dropdown menu.

c. Edit group
You may edit the name of the course here.

d. Delete group
You may delete a group from a <u>course that has not started yet.</u>

5. **Team view**
   This is where you may edit individual teams.

   a. **Edit (team)**
      Here you may edit the name of the team, the max. number of students per team (this cannot be reduced to be less than the amount of students in the team), and add a slogan and description as well (which is visible in the simulation game area).

   b. **Delete (team)**
      Teams can be deleted if there are no students in it and the deadline for the first practice round has not passed.

   c. **Team members**
      Clicking on the name of any of the students in the team view will prompt a window that contains their name, email address, organization, time zone, city, country information, and the option to *Impersonate this user.* This feature takes the instructor to that student's simulation game view so he/she can view the student's decisions.

   d. **Team forum**
      This link leads the instructor to the selected team's forum.

   e. **Send email**
      Works just like the course wide email sending functionality, except it only adds all the given team members to the recipient list.

   f. **Delete**
      Clicking on Delete will bring up a popup where you may select the students you wish to remove from the selected team.

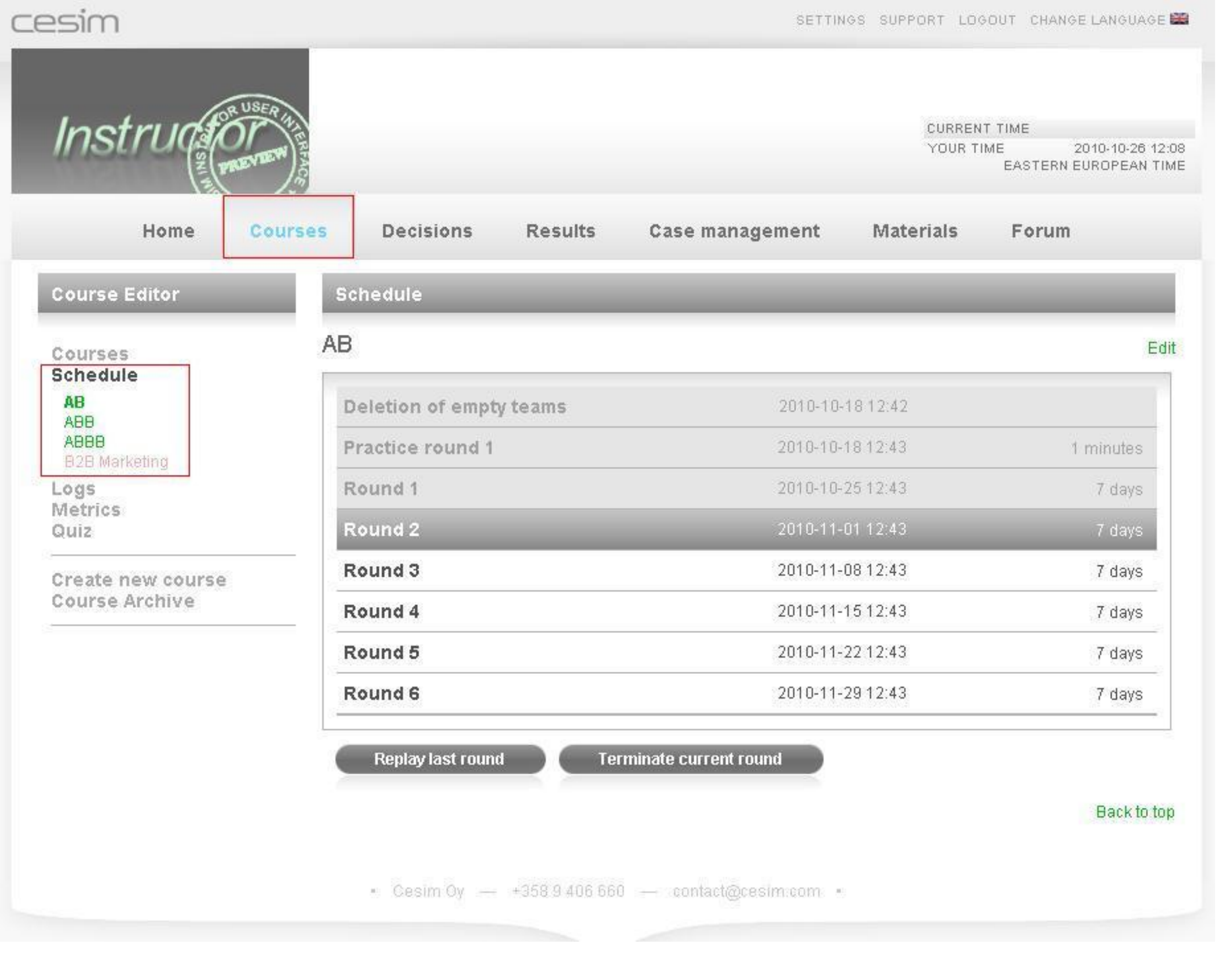
   g. **Move**
      If you wish to move a student from a team to another, tick the box beside the student's name and choose the team into which you wish to move the student. Students can be moved to different groups and courses as well.

   h. **Add team**
      You may add a new team at any point before and during the course (up to 12 per group). Remember however that the teams before the deletion of empty teams deadline. After this point, not even empty ones can be removed.

3.3. Schedule

As an instructor, you are able to design the simulation schedule freely so that the best possible fit with your course is attained. Each simulation starts with one or more practice rounds (with a maximum three practice rounds) that give the students an opportunity to familiarize themselves with the simulation game by making a set of actual decisions. The teams' performance during the practice round(s) does not affect the results from the actual rounds.

If you are running an intensive simulation, please note that the interval between any of the deadlines is not recommended to be shorter than 2 hours. We've learned that even the most experienced students need a few hours to analyze the previous round's making. Results and generate a sensible set of new decision. A substantial interval between the first rounds is extremely important because students have to familiarize themselves with the interface and all the materials concurrently with the decision.



This page contains two buttons; *Replay last round* and *Terminate current round*. You may browse between the courses via the Course Editor on the left hand panel under Schedule.

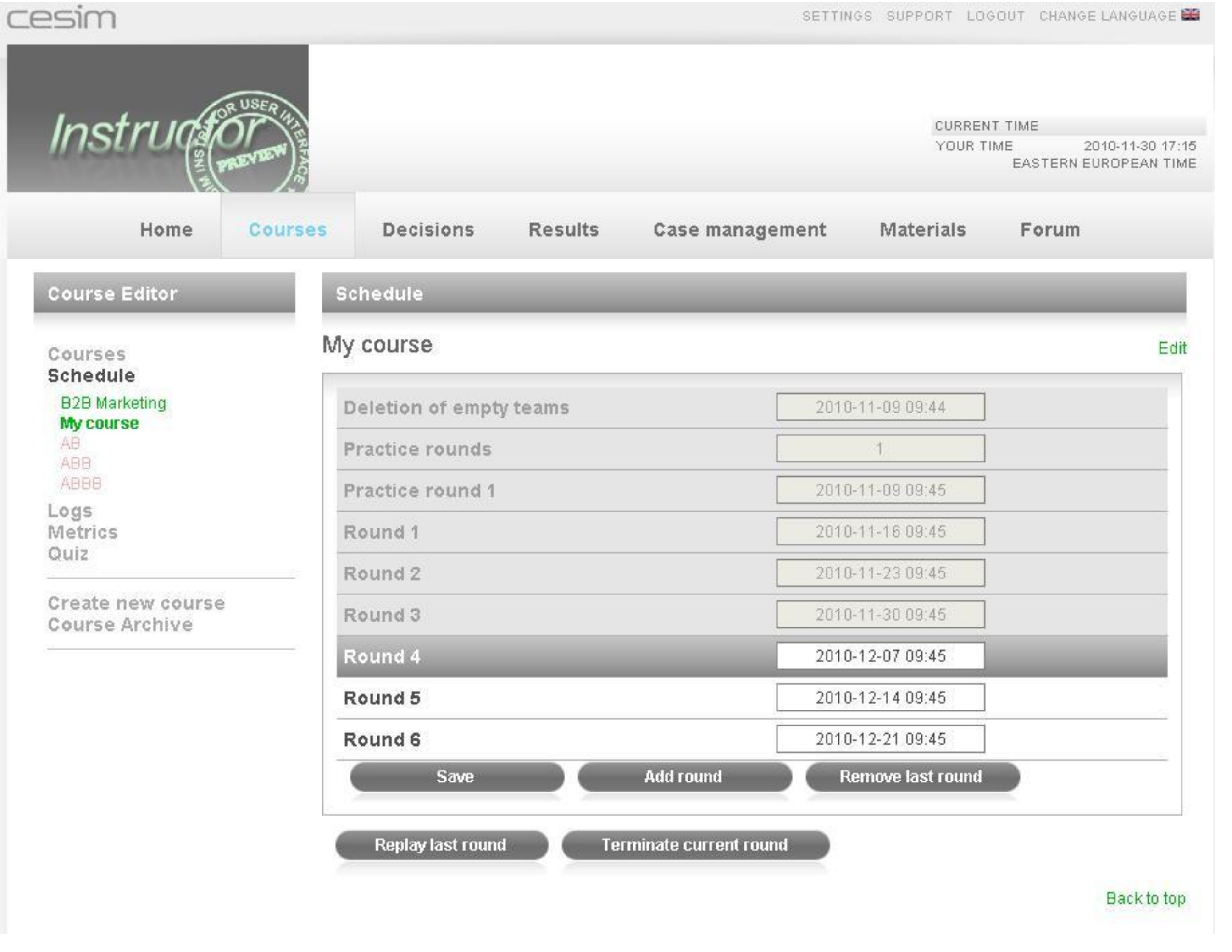
1. **Replay last round**
   Recalculating a round means setting a new deadline for a round that already has results calculated. Recalculating the results for a round is useful when for example a team has forgotten to save their decisions for a round. In this case you could set a new deadline for the previous round and allow for a new chance for the team to save their decisions.
   You simply select a new deadline for the last round. The round number, for which you are setting the new deadline, is stated above the input box. When you click 'Save', the old results are discarded and the new deadline comes into effect.

2. **Terminate current round**
   Clicking on this button prompts a confirmation window first, then when clicking 'OK' it immediately ends the current round.

Clicking on **Edit** in the upper right corner and it will bring up the **Schedule edit** *view*, where you may edit the deadlines of the upcoming rounds by clicking on the input field containing the date.

You can also add rounds to and delete them from your courses. The maximum number of rounds is 12. You're able to add rounds throughout the simulation. You can even reopen the simulation after it has ended, in case you want to play additional rounds.
You can choose between one and three practice rounds. In most cases, one or two practice rounds are sufficient to familiarize the students to the simulation interface and decision making.

Save all your changes by clicking on 'Save'.

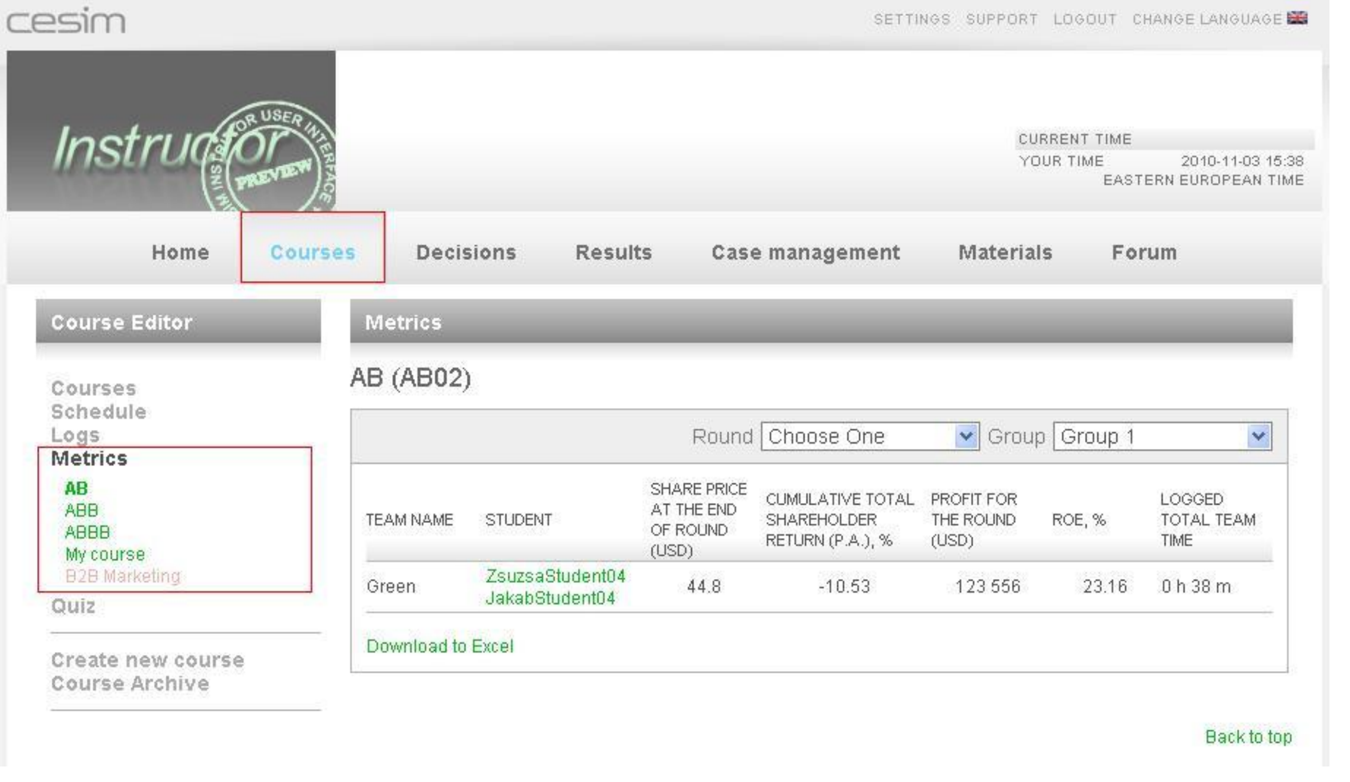


3.4. Logs

The **Logs** section displays *Time spent online*.

Time spent online measures how much time each course participant has spent online, the date they were registered and the time of their last login. This enables an accurate way of following on-line activity of your active courses.

3.5. Metrics



Metrics provides some simulation specific key numerical statistics for every team, for example: team share price, total shareholder return, profit for the round and return on equity. You'll also be able to conveniently check which team every player belongs to, players' student numbers and the total time a team has spent logged in the system. You can download the information containing the metrics for all groups in the course on any page as an excel file from the link at the bottom of the page.

3.6. Quiz

The Quiz is only available for Global Challenge at the moment (in English).

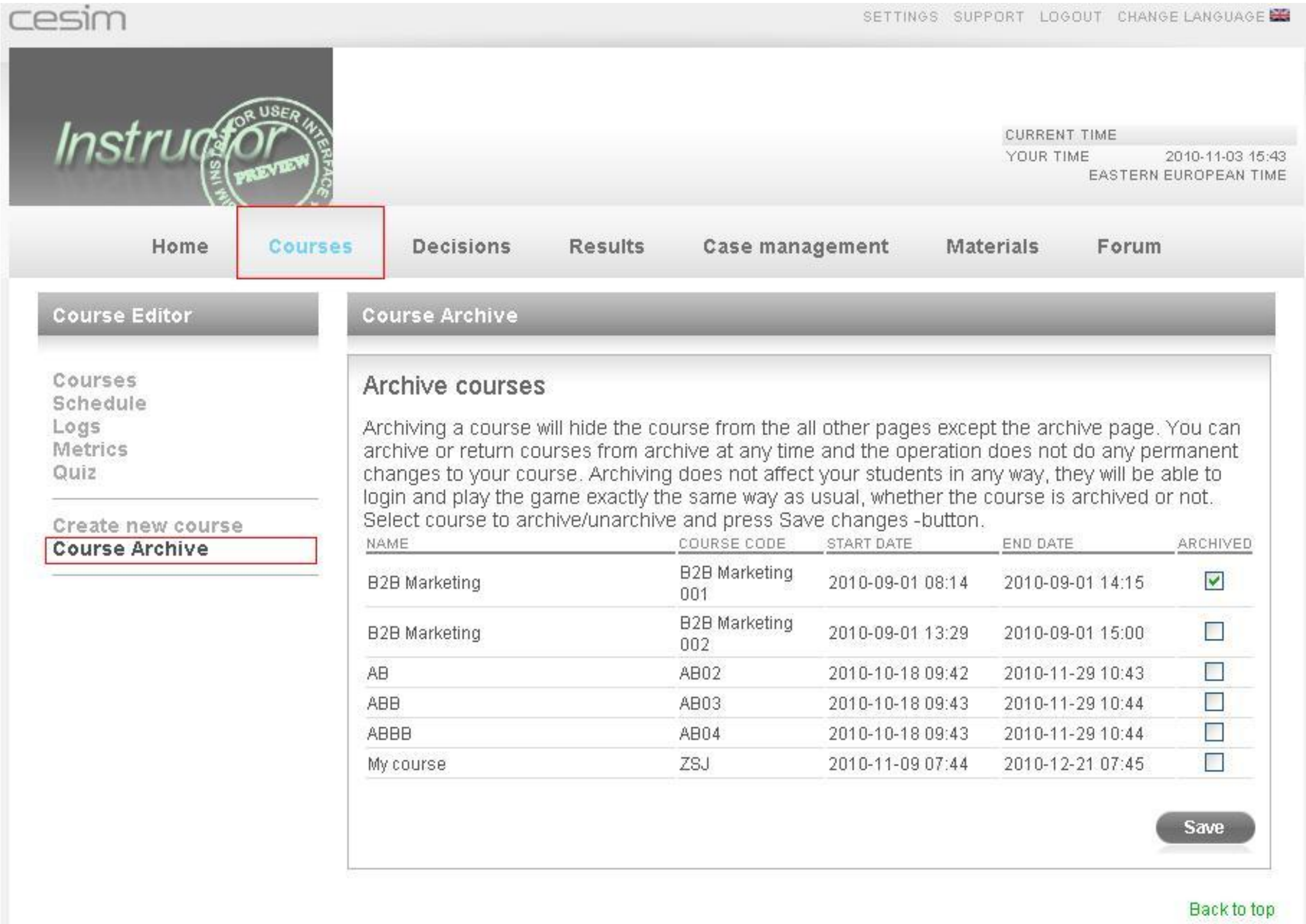
The quiz tests how well the students understood the underlying relationships and functions of the game.

You can assign the quiz to the selected course by clicking on the Assign button, which the student can access afterwards from the simulation game. When the student submits the answers, he/she can't modify them anymore.

Score calculation works in a way that the student can get 1 point for every option.

For example if the question has 5 options, the max score is 5 points for the question. The student gets 1 point for every correct alternative he/she checked, or wrong alternative he/she did not check.

3.7. Course Archive

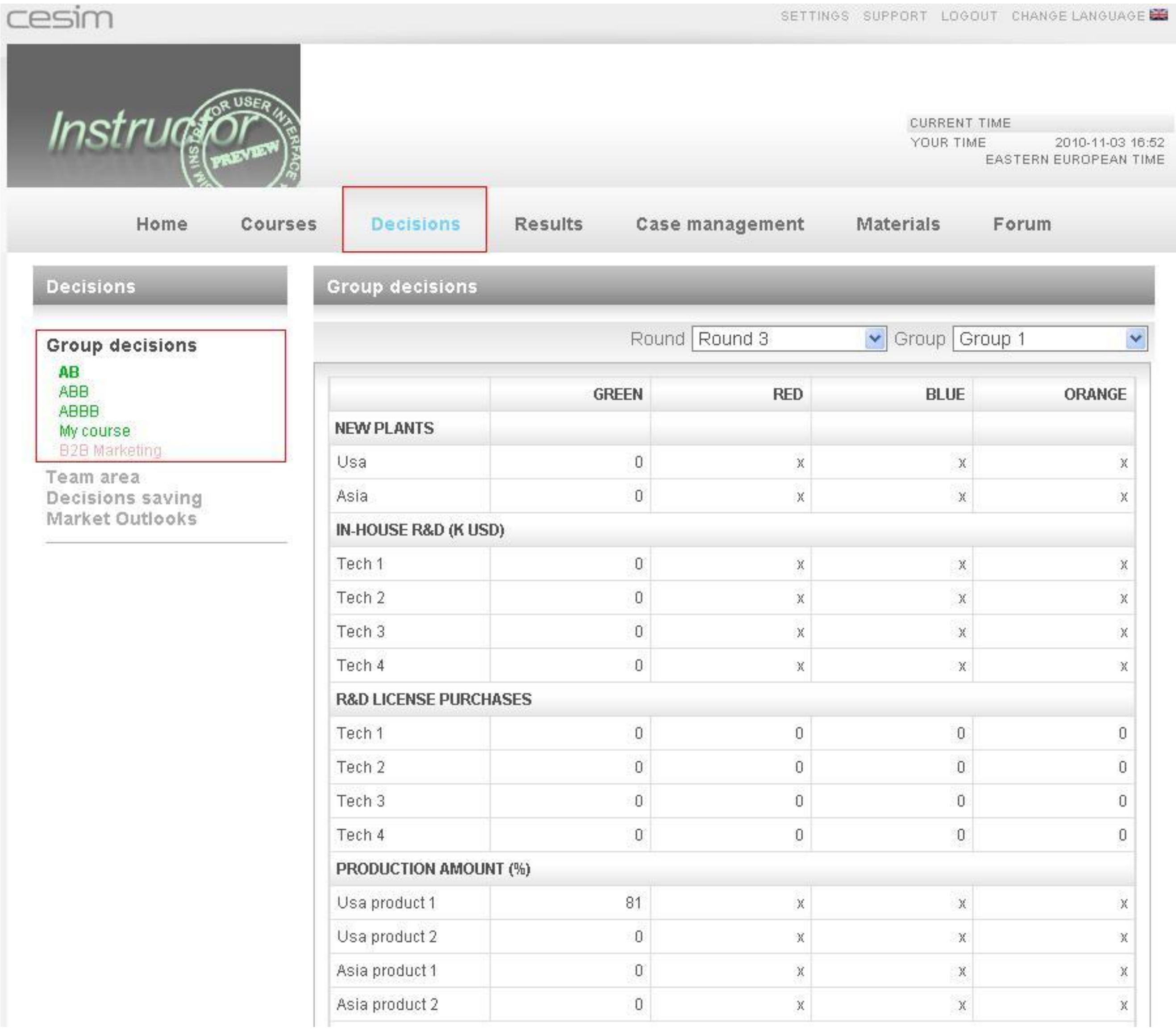


Here you can find the list of all of your courses, with the ones with the check boxes ticked besides them currently archived. If you wish to archive a course or courses, just tick the boxes next to them and click on ‘Save’. If you wish to un-archive a course or courses, just deselect the box next to them and click ‘Save’.

Please remember that Archiving only hides the course in the Instructor interface; it does not affect the playing of the simulation for your students in any way.

4. Decisions

4.1. Group decisions



On the **Group decision** page (under Decisions) you can browse the decisions of your student teams. These are the decision sets that they have saved and are being used in calculating the results for the round.

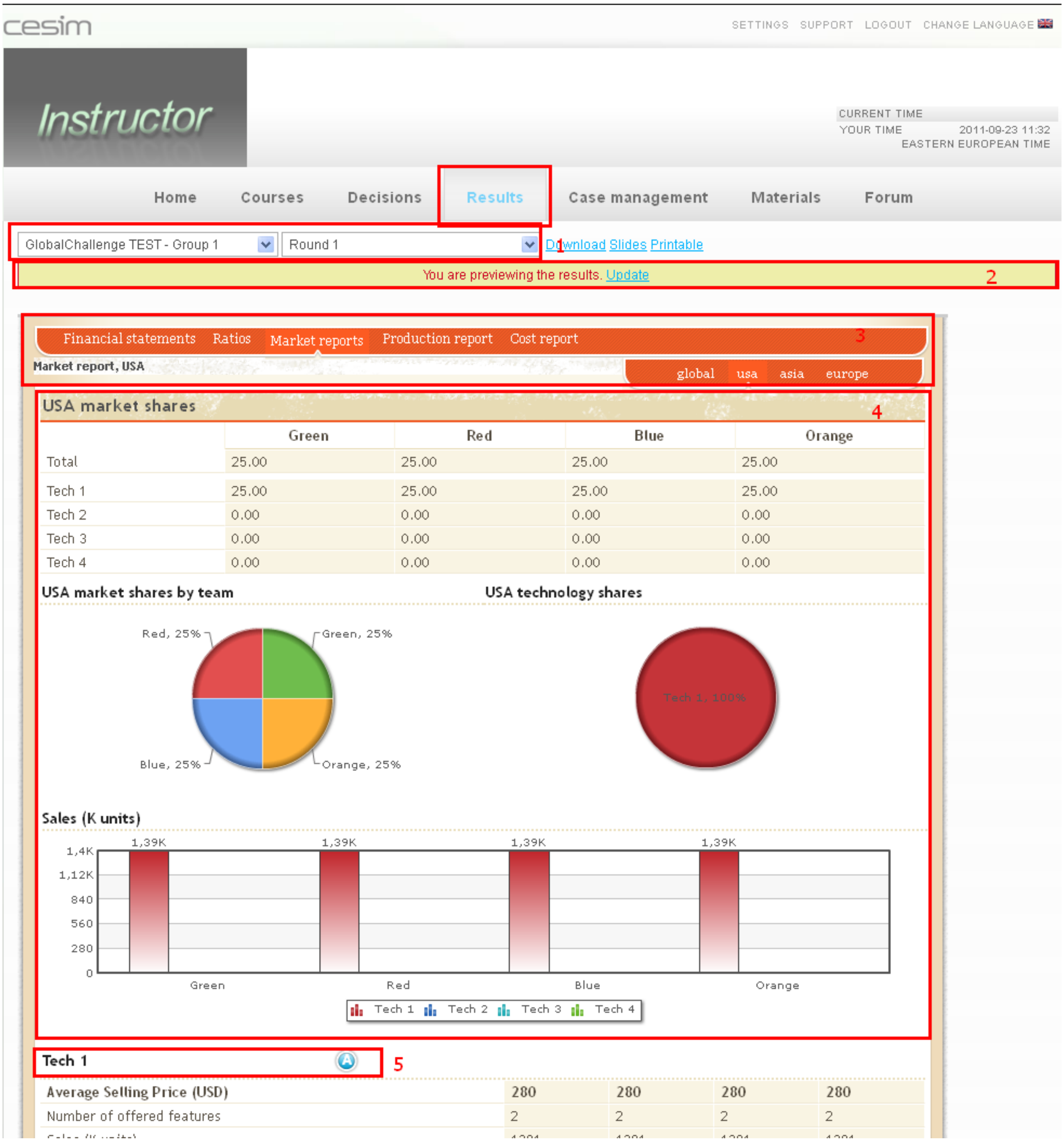
You are able to access the actual decision areas of your students on the **Team area** page.

Decision saving provides you with a timetable for each course. This timetable contains information on when a student saved team decisions, who made the decisions set that was saved, the time saving occurred and for which round the decision set was saved for.

On the **Market Outlooks** you may read the starter text for each round that your students base their decisions on.

5. Results

5.1. Student results



Here is where you can see how the decisions made by your students affected their results.

1. **Group and round selection**
   Select from the first dropdown menu the course which you'd like to see the results of, and then select a specific round in the second dropdown menu.

2. **Result Preview for current round**
   Browse between each round's results (Financial statements, Ratios, Market reports, Production report, Cost

report) by clicking on them, and if you wish either '*Download'* the results in excel format, view it in a slideshow via *Slides*, or get a clean printable version through the *Printable* link.

3. **Results tabs**
Browse between each round's results (Financial statements, Ratios, Market reports, Production report, Cost report) by clicking on them, and if you wish either '*Download'* the results in excel format, view it in a slideshow via *Slides*, or get a clean printable version through the *Printable* link.

4. **Results view**
Each area shows their corresponding results. You can review how each of them are calculated from their corresponding simulation game's *Decision making guide.*

5. **Analyzer**
In the result views, you can find the "A" icon at the end of some titles. By clicking on the "A" icon, you can find the analyzers which will help you understand your students' result better. Some analysis tools are given, allowing the instructor to identify the critical factors in the game. The analyzers won't be shown in the students' user interface.

In the result views, you can find the "A" icon at the end of some titles. By clicking on the "A" icon, you will gain access to additional information, not available to the student, that will help you to analyze the results further and answer to some of the more complicated questions you might get from the students.

For example, someone might ask why our team had less demand although our pricing was lower than our competitors'. Demand breakdowns are useful here as they detail the effects different key components had on the final demand whereas share price breakdowns offer some additional information on the formation of teams' market capitalization.

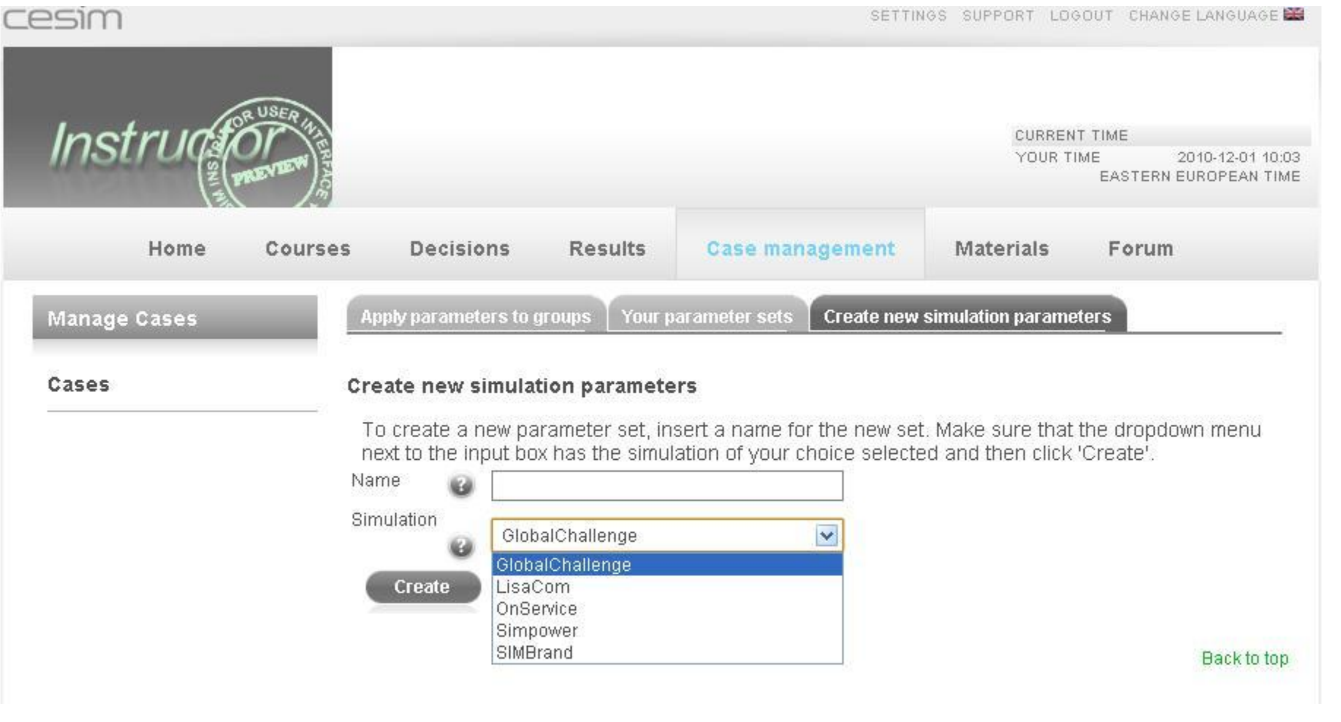
6. Case management

Case management allows you to change the underlying parameters of the simulation to create your own business case.

Please note that if you wish to create your own case to the course and if you want to create your own starting position by changing the initial round or rounds parameters, *you should re-initialize course. If you want to change parameters along the game, you can do it by changing the parameters in the parameter set assigned to the course. Please, change the parameters in good time before they should take place in the game.*

It is strongly recommended that first time users of Cesim business simulations use the predefined parameter sets.

6.1. Create new simulation parameters

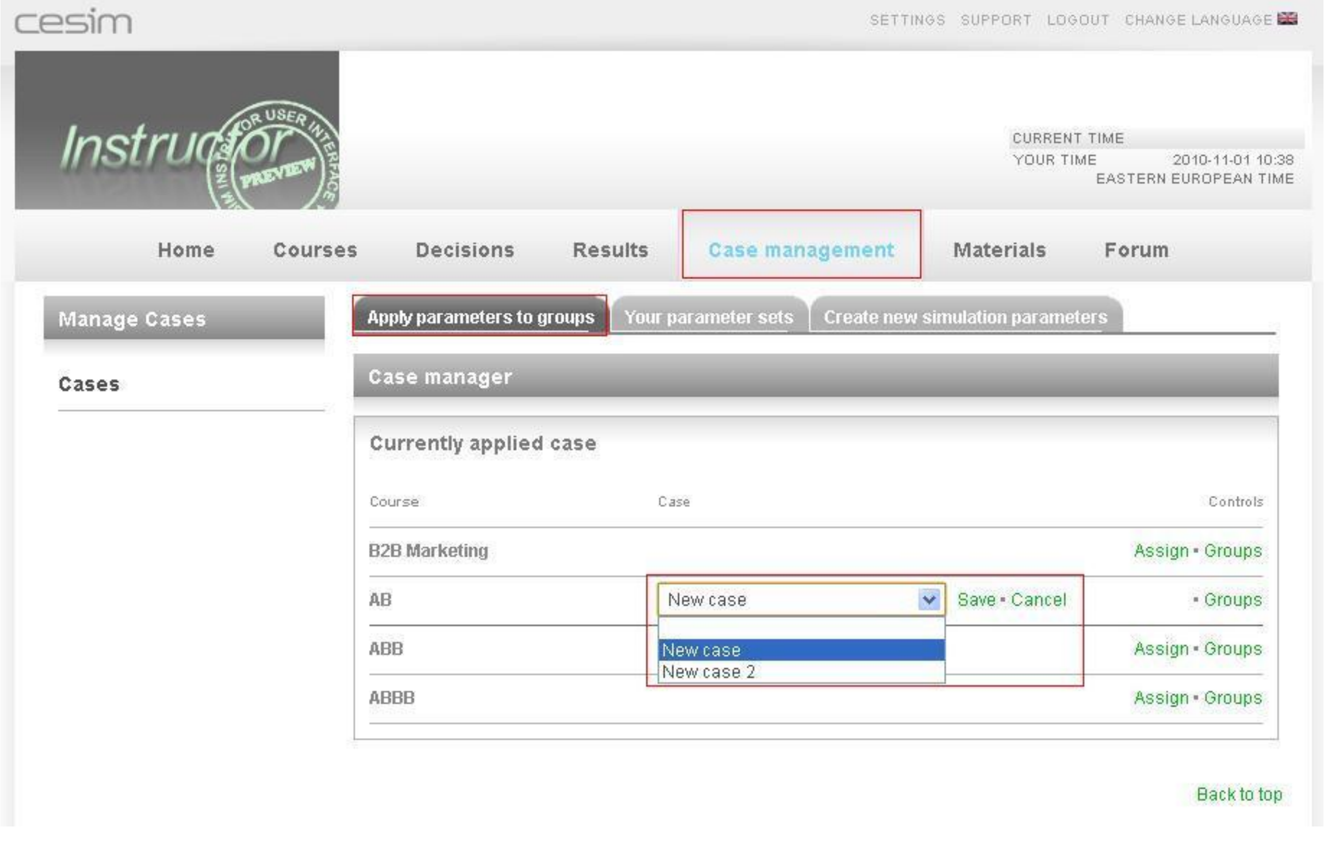


To begin, you need to create a new set of parameters and assign it to your course. Alternatively, you can use some older parameter set that you think would suit your course.

To create a new parameter set, insert a name for the new set (for example the name of your course). Make sure that the dropdown menu next to the input box has the simulation of your choice – in this example Global Challenge -selected and then click *create*. Your new set should now be listed above and have two links next to it: edit and delete.

6.2. Apply parameters to groups

If none of your courses have a modified parameter set assigned to them, you will see a list of your courses under currently applied case in the Case manager with empty rows. This means that they have the default cases assigned to them.

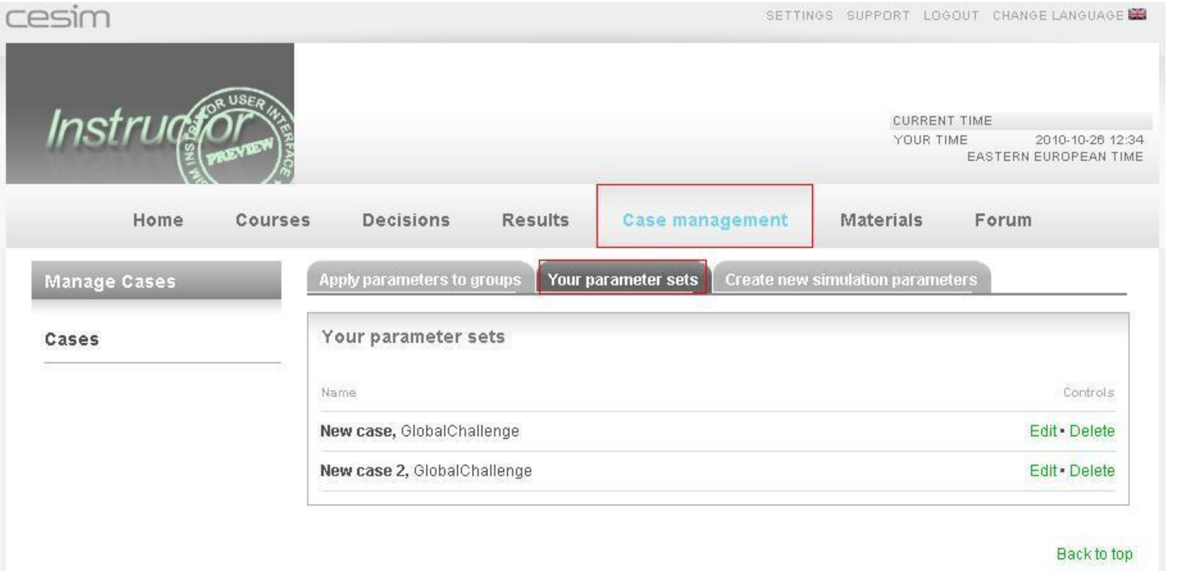


If you wish to apply a custom case choose the parameter set of your liking by first clicking ‘Assign’ under Controls on the right side of the course you wish to add it to and then select the case you wish to use and press ‘Save’ to accept or ‘Cancel’ to return to the original state.

Once you have assigned a new parameter set to a course it will show up in the Case column, and the link previously named ‘Assign’ will change into ‘Change’.

To remove a custom case from a course, simply click on ‘Change’, select the empty row in the dropdown menu and press ‘Save’.

6.3. Your parameter sets

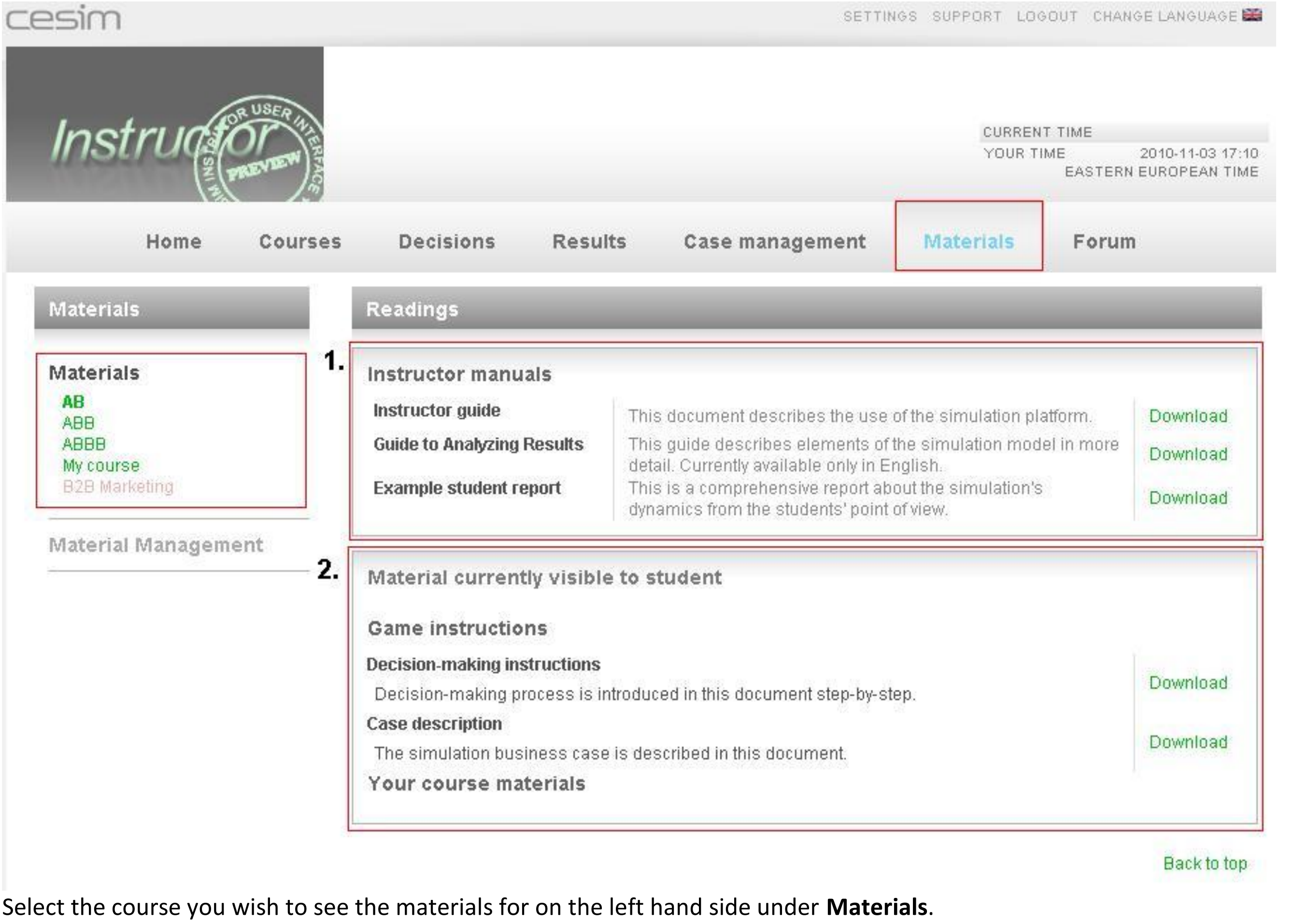


If you wish to edit your parameter set, click edit next to the set you want to modify. You will be taken to the Demand page where you may edit for example Demand, Outlooks, Production, Finance and Logistics, and R&D.

7. Materials

The Materials section is where you can find all the necessary documents to get you started with Cesim business simulations.

7.1. Materials

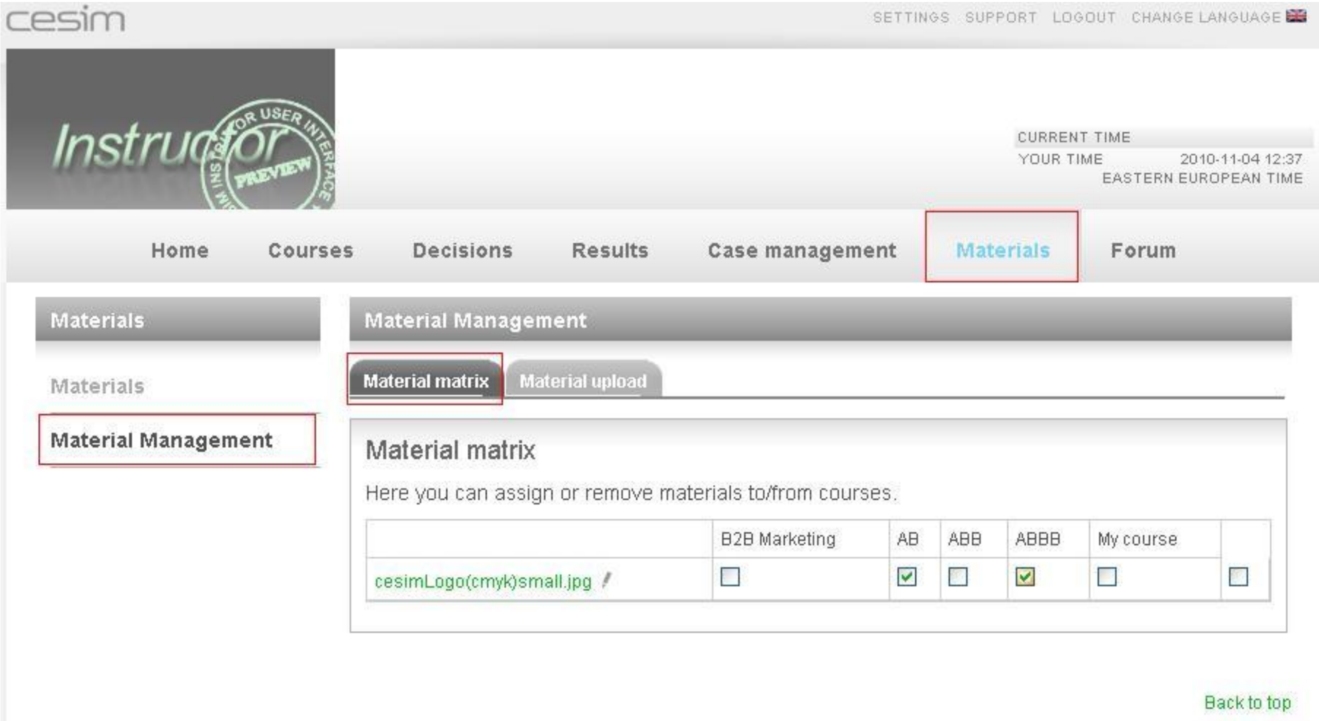


Select the course you wish to see the materials for on the left hand side under **Materials**.

1. **Instructor manuals**
   All the courses have the same Instructor guide, and other simulation specific materials. Clicking on 'Download' will open the .pdf document in a new window, where you can save it or print it from.

2. **Materials currently visible to students**
   This section shows what the students can see. Each simulation game has its own *Decision making guide* and *Case description*, which can be downloaded in the same fashion as the instructor materials. Any additional material that you have uploaded to your course will show up here.

7.2. Material management



Under Material Management you can upload any media type and then assign it to various courses.

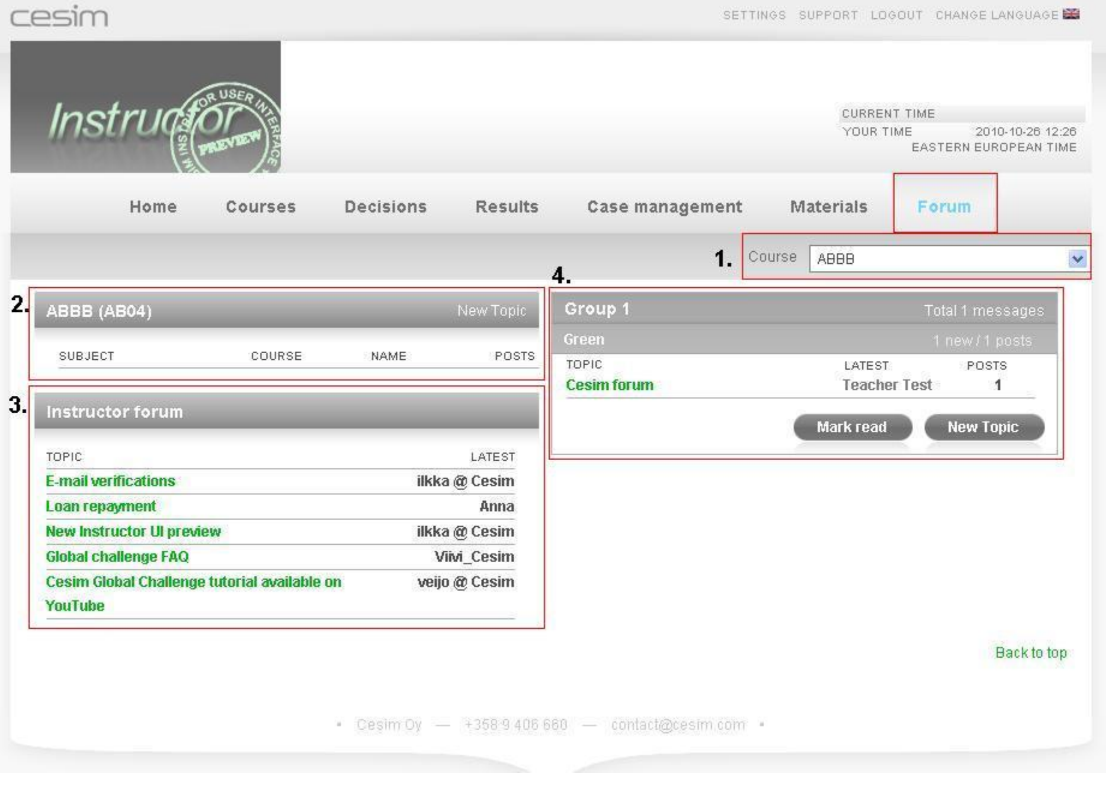
1. **Material upload**
   You can upload a file from a link or your computer, or embed it by copying and pasting the embed code from the content of your choice (such content usually have the 'Embed' button or link that you can click on and get the code by copying it).

2. **Material matrix**
   In the Material matrix you can see which of the uploaded files are assigned to which course. If the checkbox is ticked the file in that row is assigned to the course in that column. You may freely assign or remove materials to/from the courses by ticking the checkboxes.
   By clicking on the little pen besides each file, you bring up the file edit window where you can change the name and description of it, or delete it altogether.
   If you click on a material that you uploaded as a file, it will get downloaded. If you click on a material that you uploaded as a link, it will be opened in a new window. If you click on a material that you embedded, it will open it in a popup.
   Your students can see these materials in their respective simulation games under Materials.

8. Forum

You and your students can communicate with each other using the forums in the simulation. The simulation platform contains two types of forums within a course – **course forum and team forums**, and one additional forum, the **Instructor forum** for communication between the instructors and Cesim.

8.1. Forum



1. Select a course from the dropdown menu

2. Course forum

The course forum is visible to all participants of the course. You can use course forum to give instructions or notices to all participants of the course, or students can ask questions from you which everyone can see. If a new message is posted on the course forum, students receive a notice for it on their homepages.

3. Instructor forum

This forum is not shown to your students, and serves the purpose of communication and knowledge sharing **between you and our team.** Clicking on any of the subjects or topics will take you to the dedicated view of the discussion.

4. Team forums

Messages on the team forums are only accessible for the players in the team, or you as the course instructors. Students can use team forums when communicating with each other in online courses, or discussing strategy or division of work for example.

Messages are "new" until marked as read. To help to see if there are genuinely new messages, it makes sense to mark messages as read after reading or reacting to them.