
Business students place in top 15 for world-wide simulation

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Senior PUC students in a Business Policy class were awarded 12th place worldwide in a business simulation for the week of Nov. 12 in which students managed a global athletic shoe company. Over 3,400 teams competed in the simulation, including teams from Thailand, Australia and Europe.

Team Dividia from PUC, made up of Natalia Alvarez, Daniel Eenigenburg, Carolina Venegas and Richard Vercel, placed 12th worldwide based on return on equity.

PUC students Barbara Boughamer, Robert Burghardt and Malinda Flores, who are part of team Converge, placed 58th on overall score performance and 47th with return on average equity.

The teams were led by professor Arifin Angriawan and Lori Feldman, department head of marketing, who are both very pleased with the results.

"It's a matter of pride about the quality of the students of Purdue University Calumet," Feldman said. "It's like, 'Gosh, you guys did a really good job.'"

Angriawan is happy to have excellent students, he said.

"It makes my life easier."

Angriawan teaches his students how to write a strategic plan as well as other factors of business, but does nothing to help students while they are conducting the simulation.

The purpose of the program is to test everything the students have learned about business throughout their entire academic career, Angriawan said. The simulation lasts seven weeks, and the teams present their results once it ends.

Forgetting key concepts such as return on average equity can be disastrous in the simulation, Angriawan said.

The simulation is a requirement for all business majors and counts under the new PUC experiential learning requirement.

"This is as close as we can get to running a real business," Feldman said.

The teams must make a strategic plan before attempting the simulation. The plan outlines important

factors such as what target market the team will focus on, the team's strengths and weaknesses and its competitors as well as other elements.

Once the simulation begins, the teams are given \$1 million of funds in the program to begin their business. The students must determine how much money to use on research and development, how much of their product they want to make, the amount of advertising used and a variety of other aspects.

Once the decision is made, the simulation displays how well the business would run based on decisions the team made.

Team members must also determine what kind of strategy they want to pursue, in addition to allocating resources. Some teams may decide on a low cost strategy by selling their products at the lowest price possible. Others may attempt to differentiate their products from the myriad of others available.

Teams consist of different business majors. Some members are finance majors, while others may be accounting majors.

"You want to have as much diversity on the team as possible," Feldman said.

Students need to learn how to work with team members with different strengths and compete with other members of the class, Feldman said.

The simulation has been used for over five years for PUC business majors.

Other majors offer simulations as well.

According to Carol Magliolam nursing resource lab coordinator, the school of nursing provides Sim Man, a manikin that enables students to perform CPR on him, determine how he will respond to certain medication and allows students to run IVs to him. Students can also see the manikin breathe, as well as check his pulse.

More courses involving simulations will likely begin to make their way into to PUC classrooms due to the new experiential learning requirement.