



# BGame

Strategic Management  
Virtual Game for SMEs

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## Learn. Play. Share.

Online Games for Strategic Management or Business Simulators are especially useful for skill development. Rather than offering traditional paper-based or online static courses, Virtual Games can offer an incredibly immersive and engaging environment where users “learn by doing”.

Bearing this in mind, a partnership of European entrepreneurship enthusiasts has gathered to develop **BGame**, an innovative European-funded project in which serious gaming and virtual reality are used to improve skills needed in the 21st century companies.

The objective is to develop an innovative learning tool, the **BGame** game, where players (managers, representatives from SMEs and entrepreneurs) can select among 8 business scenarios and lead their company towards successful internationalization. The game is complemented with e-learning resources that help players take decisions in any round as it presents detailed explanations of the topics of the game, such as strategic management, international marketing, foreign markets, finances, among others.

## Meet the team!

### Coordination:

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### Partnership:

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## NEWS

**BGame** is a European initiative funded under the Erasmus+ programme, designed for companies, especially SME to understand basic rules of strategic management and market functioning. In everyday business, entrepreneurs and business employees are facing fierce competition and fight for being the best at responding to their customer’s needs.

These principles have led **BGame** partners through the design process of creating a strategic management game for companies, more specifically for their employees, that simulates how to effectively manage a company on the competitive market, while is also providing efficient and relevant learning.

With a promise of creating an immersive experience in an entrepreneurial environment, **BGame** is based on business scenarios (based on real life industrial companies) that will lead players towards achieving successfully their business goal (highest revenue or highest market share, for example) and experiencing the consequences of taking a given action along the way in a risk-free environment. Moreover, players can make decisions, and through experimentation, can actively learn and practice the right way to do things, while also being highly engaged in practicing behaviors and thought processes that can easily be transferred from the simulated environment to real life. It is through games such as **BGame** that companies can rapidly see and understand the connection between the learning experience and e real-life situations.

