



# BGame

Strategic Management  
Virtual Game for SMEs

June 2017 – Newsletter 2

## Learn. Play. Share.

**BGame** is the name of a Business Simulation Game for Strategic Management training and leadership development programmes. It offers companies, entrepreneurs and corporate trainers eight business simulation scenarios so that they can practise and improve their business and decision-making skills, as well as their staff's skills and fun!

**BGame** recreates the day-to-day experiences involved in starting and running a business. **BGame** works just like a flight simulator for business, making you assume the role of the CEO of your own virtual business, while engaging you in strategic management decision-making processes based on real situations. It is easy to use, visual, interactive and exciting!

Just like in real world, the player or the teams (representing a company) will compete against each other in order to gain market share. Whatever decisions you make, either they lead you to success or make you go through a valuable problem-solving experiences.

*Are you ready for this challenge?*

**BGame** can be played by an individual player in our fully automatized scenario or played by several players, who can be grouped into teams. This is the ideal solution for companies. Try out this game with your department colleagues for a better learning experience!

The purpose of the game is to establish and run a production company that develops or services to be offered at various market locations. To be successful, the player or the team must make several decisions about the company and its products in areas related to strategic management.

Curious? Register at [www.bgame-project.eu](http://www.bgame-project.eu) and start playing now!

## NEWS

### BGame Resources will be soon available!

Soon the **BGame** team will release a set of training resources, on topics related to the main decision areas of the virtual game!. The purpose of these resources, that are part of the project results, is to complement the whole game experience, assisting corporate and business trainers in their Strategic Management training programs, or simply to help all those players that wish to learn more about a specific topic of the game. The content includes Human Resources, Sales and Finances, Marketing and Advertisement, Internationalization and Strategic Management. Register for free! **BGame** Training Sessions are about to begin!

Are you an entrepreneur, a manager, a corporate or business trainer or simply interested to know more about Business Virtual Games and Strategic Management? If so, you cannot miss the **BGame** training sessions that will take place in Porto (Portugal), Valencia (Spain), Vienna (Austria), Suceava (Romania) and Poznan (Poland!). To know more about these training sessions, please contact the project coordinator: Marta Teixeira Pinto ([marta.pinto@inovamais.pt](mailto:marta.pinto@inovamais.pt)).

The sessions are free of charge but seating is limited!

