



# BGame

Strategic Management  
Virtual Game for SMEs

September 2017 – Newsletter 3



## SAVE THE DATE!

**Conference on gamification for entrepreneurship and business management education**

You are invited to the conference on gamification in education for entrepreneurship and business management.

Gamification experts will dissect this fast growing trend, and present the applied case of the European project "bGame".

A networking cocktail will facilitate the exchange of ideas among experts and attendants.

Date: September 21st, 2017  
Place: **wayCO**,  
Calle Gobernador Viejo, 29 (Valencia)  
Time: 18:15 h - 21:00 h.

**Come and share!**



## BGame is now available!

*Are you confident with your strategic management skills? Will you be able to run your own business someday? Do you have the basic strategic management skills of an entrepreneur?*

Play our free online strategic management game and learn what it means to run an international factory! As a CEO, you will have to take strategic & operational decisions for your virtual business and lead it towards success! Such decisions will be on a variety of areas, which include sales and finance, marketing and advertisement, human resources and, of course, strategic management!

As soon as you register on **BGame**, free-of-charge, you will be able to select from eight different business scenarios, each one representing real-life production companies – from beer distillery, to canned soups and clothing. As soon as you make your choice on the sector you want to play, simply invite your colleagues and co-workers to play along with you! In teams, play against each other for the highest market share or highest revenue! Remember, you set your own mission and goals! However, should you wish to play **BGame** individually first, you can play against our fully-automatized virtual player, available for the Energized Drinks scenario. It will take you just 2 minutes to register into **BGame** platform!

**BGame** is a *Strategic Management Game* created by a group of partners from Austria, Poland, Portugal, Spain and Romania, to test and develop your *Strategic Management Skills*. With zero investment (apart from your time), it puts you in charge of a growing business, seeking to expand its production line and tries to test your aptitude for managing your own factory (in a risk-free environment!). With **BGame**, there's no need to download software or customise open-source code. Just launch it and play!

Curious to know more? Just visit us at [www.bgame-project.eu](http://www.bgame-project.eu)

## NEWS

### BGame Final Conference in Valencia

It is our pleasure to invite you to the Closing Conference of the "BGame – Innovative Strategic Management Games as a teaching methodology for entrepreneurship education" project funded under Erasmus+.

Under the motto "Gamification for entrepreneurship and business management education", the conference will be held in wayCO, in the amazing city of Valencia (Calle del Gobernador Viejo 29 – in the old town). Starting at 18:15, the aim of this conference is to present the main achievements of this European initiative, namely the Virtual Game designed for SMEs, for representatives from Higher Education Institutions (Management courses), including students and for business trainers, the training resources developed by the partners and to hear from our guests their views and experience with gamification.

Participation in the conference is free of charge, but sitting is limited. Register now by [following this link](#).



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