

## **DESCRIPTION & LEARNING OBJECTIVES**

“Operational” is an interactive on-line simulation game that requires you to forecast demand, setup factories and compete in the marketplace while introducing new production techniques, training, TQM and newer version of products. Throughout the simulation, you will be required to take strategic decisions. You will have to decide whether you should setup a large central production facility or follow a decentralized setup. And which activities should be implemented for a better bottom-line.

The mechanics of playing the game are very simple. The firms in the game are provided with information about various cities. Information provides product historical demand, cost structures, inflation expectations and transportation costs between cities. The firms take decisions of factory capacities, product distribution and other investment decisions such as introducing new production techniques, training, TQM and newer version of products. The firms are measured on Cumulative Profit they accrue over the duration of the game.

## DESCRIPTION OF GAME DECISIONS

### Decisions

The page requires your decisions of factory capacities, material transportation and other investment decisions such as introducing new production techniques, training, TQM and newer version of products.

About

New Game

Information

**Decisions**

Go To Next Round

Play in Multiplayer Tournament

#### Decisions

Macro Data

	Base Value	Previous Year	Current Year
IIP	100	100	101
WPI	100	100	101

Factories

City Name	Start Capacity	Capacity Addition	Operating Capacity	Production Units for Sale	Units Transferred	Net Remaining Units	Last Year Sales Status
Tiruppur	0	<input type="text" value="0"/>	0	0	0	0	Stockout
Ahmedabad	0	<input type="text" value="0"/>	0	0	0	0	Stockout
Mumbai	0	<input type="text" value="0"/>	0	0	0	0	Stockout
Chennai	0	<input type="text" value="0"/>	0	0	0	0	Stockout
Jalandhar	0	<input type="text" value="0"/>	0	0	0	0	Stockout

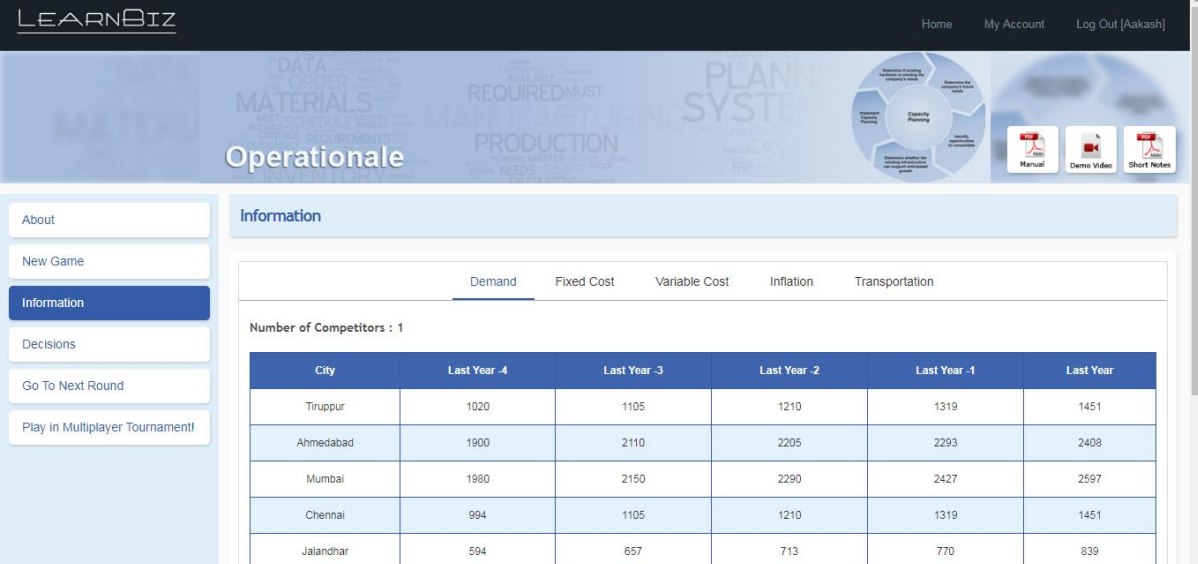
- Selling Price is assumed to be same for every company.
- The competition for market share will be based on landed cost of the material at every location.

## DESCRIPTION OF GAME SCREENS

The screen description is intended to give you a preview of what's in store for you in the game. It is critical to clearly understand the screens here although there is no replacement of in-game practice.

### Information

The Information page provides product historical demand, cost structures, inflation expectations and transportation costs between cities.



The screenshot shows the 'Information' page in the LearnBiz simulation. The page features a navigation menu on the left with options like 'About', 'New Game', 'Information', 'Decisions', 'Go To Next Round', and 'Play In Multiplayer Tournament!'. The main content area displays a table of historical demand data for five cities: Tiruppur, Ahmedabad, Mumbai, Chennai, and Jalandhar. The table is organized by city and shows demand for the last four years plus the current year. The 'Demand' tab is selected, and the number of competitors is noted as 1.

City	Last Year -4	Last Year -3	Last Year -2	Last Year -1	Last Year
Tiruppur	1020	1105	1210	1319	1451
Ahmedabad	1900	2110	2205	2293	2408
Mumbai	1980	2150	2290	2427	2597
Chennai	994	1105	1210	1319	1451
Jalandhar	594	657	713	770	839

- The demand provided is overall market demand. It is provided in meters.
- The term “m” in fixed cost column is short for meters. The value of various fixed cost is provided in unit Rs per meter. The calculation of overall fixed cost follows slab-system and not step-system.
- The duration of license cost is 30 years.
- Transportation cost is provided per meter.

## Spending Insight

Spending Insight provides you about cost-benefit aspect of various investment decisions.


The screenshot displays the LEARNBIZ web application interface. The header includes the logo, navigation links (Home, My Account, Log Out [Aakash]), and a central banner with the word 'Operational' and various business-related terms. A sidebar on the left contains navigation options like 'About', 'New Game', 'Information', 'Spending Insight', 'P & L Statement', 'Graphs', 'Standings', and 'Play in Multiplayer Tournament!'. The main content area is titled 'Spending Insight' and contains a table with four columns: 'New Product Investment as Percentage of Operating Cost', 'Percentage benefit in form of Price Premium in Year X', 'Percentage benefit in form of Price Premium in Year X+1', and 'Percentage benefit in form of Price Premium in Year X+2'. The table data is as follows:

New Product Investment as Percentage of Operating Cost	Percentage benefit in form of Price Premium in Year X	Percentage benefit in form of Price Premium in Year X+1	Percentage benefit in form of Price Premium in Year X+2
1.00	0.03	0.30	3.00
2.00	0.06	0.60	6.00
3.00	0.09	0.90	9.00
4.00	0.15	1.50	12.00
5.00	0.21	2.10	15.00

- The page appears after Round 1.

## P & L Statement

The P & L Statement helps you in analyzing operating performance of any participant over any round.



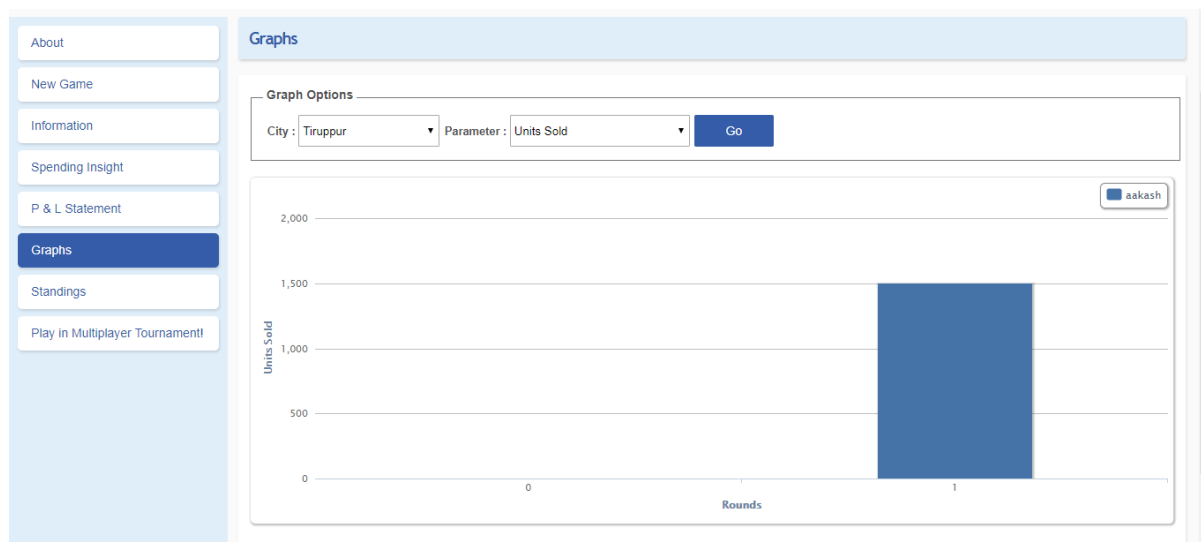
The screenshot displays the 'P & L Statement' page in the LearnBiz application. The interface includes a navigation sidebar on the left with options like 'About', 'New Game', 'Information', 'Spending Insight', 'P & L Statement' (highlighted), 'Graphs', 'Standings', and 'Play in Multiplayer Tournament!'. The main content area features a header with 'Operationale' and a background image with business-related terms. Below the header, there are dropdown menus for 'Select Player: aakash' and 'Select Year: Year 1'. The main data is presented in a table titled 'P & L Statement (in '000s)'.

P & L Statement (in '000s)	
Revenues	3,788
Costs	2,805
Insurance Charge	0
Exceptional Gain	0
Exceptional Loss	0
Profit	983

- The page appears after Round 1.

## Graphs

Graphs provide information about the cost and revenue variables of various participants across regions.



- The page appears after Round 1.

## Standings

The Standings page will display all the participants in descending order of cumulative profit.

The screenshot displays the LEARNBIZ Standings page. The page features a navigation menu on the left with options like 'About', 'New Game', 'Information', 'Spending Insight', 'P & L Statement', 'Graphs', 'Standings', and 'Play in Multiplayer Tournament!'. The main content area shows the 'Standings : Game Over' section. Below this, there are two buttons: 'Buy recommended book from Amazon' and 'Buy recommended book from Flipkart'. A table displays the following data:

Group ID	Rank	Username	Cumulative Profits
1	1	aakash	983

- The page appears after Round 1.