

Appendix D – Simulation List

As basic business training and management development needs have not changed, provided functionality improves in terms of ease of use, learning and tutoring support, simulation life-cycles can be remarkably long as illustrated below.

Case Study Simulations

DISTRAIN, Hall Marketing, 2004 <http://www.simulations.co.uk/EXCHAL.HTM#ECHAL05>

Modern Banking, Hall Marketing, 2005 <http://www.simulations.co.uk/BANKING.htm>

Product Launch, Hall Marketing, 1977, 1980, 1983, 1995 & 2000
<http://www.simulations.co.uk/prodeval.htm>

Prospector, Hall Marketing, 2005 <http://www.simulations.co.uk/ANALYSIS.HTM#ANALY04>

SEED, Hall Marketing, 2002 <http://www.simulations.co.uk/PLANNING.HTM#PLAN03>

SMITE, Hall Marketing, 1984 & 2007 <http://www.simulations.co.uk/FUNCTN.HTM#SMITE>

Other Simulations

Beat the Boss, RBRC Software, 1986, 1991 & 2001

Distribution Challenge, Hall Marketing, 1993 & 2002

Executive Challenge, Hall Marketing, 1995 & 2000 <http://www.simulations.co.uk/execeval.htm>

EXSTRA, Hall Marketing, 2004 <http://www.simulations.co.uk/EXCHAL.HTM#ECHAL04>

Financial Analysis, Hall Marketing, 1985, 1994 & 2001
<http://www.simulations.co.uk/fineval.htm>

Gambro Challenge, Hall Marketing, 2007

Global Operations, Hall Marketing, 1981, 1989, & 1999
<http://www.simulations.co.uk/Globeval.htm>

Industrial Challenge, Hall Marketing. 2009

INTEX (Industrialising Nation Simulation) , Hall Marketing, 1984 & 2000,
<http://www.simulations.co.uk/STRATEGY.HTM#STRATGY3>

Management Challenge, Hall Marketing, 1986, 1995 & 2002
<http://www.simulations.co.uk/maneval.htm>

Management Experience, Hall Marketing, 1986, 1983, 1995 & 2002
<http://www.simulations.co.uk/TACTICS.HTM#TACTIC1>

Market Strategy, Hall Marketing, 1977, 1983, 1995 & 2002,
<http://www.simulations.co.uk/impseval.htm>

Politico, Honeywell Information Systems, 1972

RESERVE, Hall Marketing, 1988 & 2000
<http://www.simulations.co.uk/EXCHAL.HTM#ECHAL02>

Sales Negotiation, Hall Marketing, 1983 & 2001
<http://www.simulations.co.uk/NEGEX.HTM#NEGEX02>

Service Challenge, Hall Marketing, 1989, 1995, 2001 & 2010,
<http://www.simulations.co.uk/serveval.htm>

Service Launch, Hall Marketing, 2008, <http://www.simulations.co.uk/Seval.htm>

TEAMSKILL, Hall Marketing, 1971, 1978, 1983 & 2001,
<http://www.simulations.co.uk/FUNCTN.HTM#TEAMSKILL>

UMIX, Hall Marketing, 1990, 2000 & 2010,
<http://www.simulations.co.uk/TACTICS.HTM#TACTIC3>