



Coventry
University

Dr Safaa Sindi

Business Simulation Suite:
The Future of Learning in Education

Business Simulation Suite (BSS)

- Assistant Professor in Supply chain and Operations
- Senior Fellow of the Higher Education Academy

Previous roles

- Director of the Business Simulation Suite
 - Managing the BSS team, liaising across faculties, sourcing and developing educational games
 - Actively researching and conducted projects in the areas of simulation and gamification
- Course Director for various undergraduate programs



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Business Simulation Suite

- Why use simulation in teaching and learning?
- How do we incorporate gamification and simulation in courses?
 - **Examples:** sharing best practice and demonstration
 - Business Simulation (CUBS) Student Society



Why use simulation in teaching and learning?

Student Motivation

Using gamification can be effective as the experience often resembles **childhood experiences**, where daily repetitive tasks are turned into fun games, with a **scoreboard and rewards**

Using simulation is **not about adding extra activities into your existing online courses**; but rather it is about **thinking through the learning experience that you want to create for your students**

Student Engagement

To improve engagement through simulation games, starts by perceiving the learners as “gamers” and considers the following:

- Their behaviour while learning
- Their engagement while learning in a game
- Their motivation as gamers while they learn

Business Simulation Suite Staff Experience

How we encouraged our staff?

- Professional development simulation training events
- Creating a community of sharing best practice in innovative teaching
- Types of users: *Keen activists, neutral, reserved*

How staff taken simulation onboard?

- Covid-19 has made many of the hesitant colleagues, keen users and activists of simulation

Would you consider using or incorporating simulation and gamification in teaching?

What could be a barrier to using simulation?

- Network issues and device issues. Space constraint for immersive learning

BSS PRINSON BREAK



Business Simulation Suite – Best Practice

Examples of sharing best practice and demonstration

Example of using Gamification in Learning

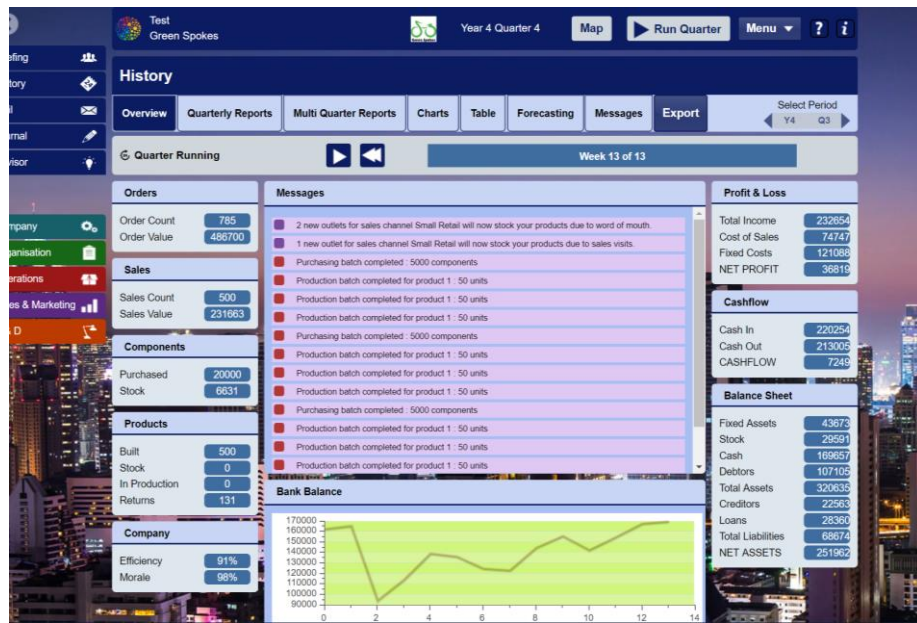
- SimVenture Challenge

Example of using Immersive Learning

- CUBS Lemonade

Coventry University Business Simulation (CUBS):
Student Society





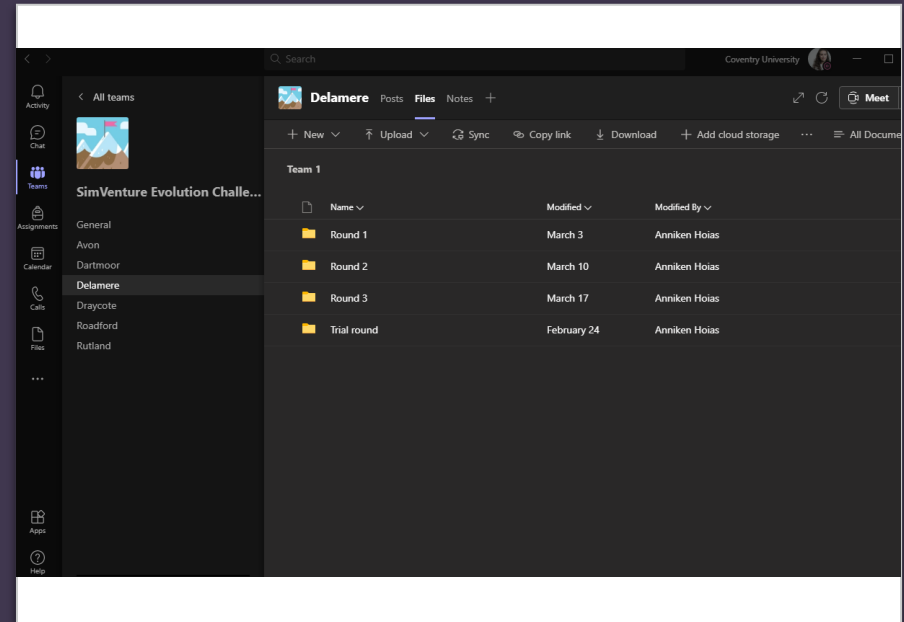
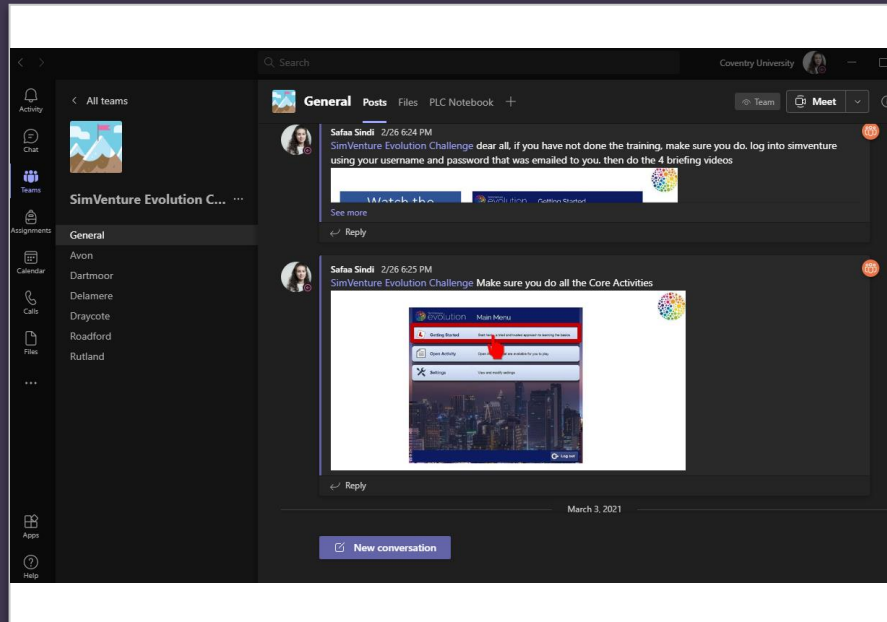
SimVenture Challenge

Bringing students together and breaking boundaries. Create a game challenge for students to compete across schools and year groups (PG & UG). The faculty wide business competition supported students through creating a social environment where students learn together

SimVenture Challenge

The competition was online using Microsoft Teams

Students were put in channels to communicate with their team members and upload decisions. The top performing team were offered first place prizes!



SimVenture Evolution

A bicycle company

Resources

- The SimVenture platform offers valuable resources and case studies to cater for various subjects. The case studies from the resources bank can be customised to suite the tutors needs
- <https://simventure.com/evolution/>





Virtual Reality: How do we use immersive learning? and why?

It's the next step to experiential learning and application of Problem Based Learning

The immersive games allow students to plan and execute a strategy to analyse and discover solutions



Virtual Reality Example: CUBS Lemonade

- Students learn from experience, using immersive technology we can provide a safe space for students to learn from their mistakes
- Immersive learning helps students retain information and knowledge as they plan and execute a strategy to analyse and discover solutions
- Based on the Beer Distribution game Each student plays a role in the supply chain to meet demand which is volatile as they go through the rounds.

**The game can be played in VR
and on a PC**



Coventry University Business Simulation (CUBS): Student Society

A society where students get together and learn from each other as well as use our facilities and equipment to play games.

Sometimes develop their own educational game!

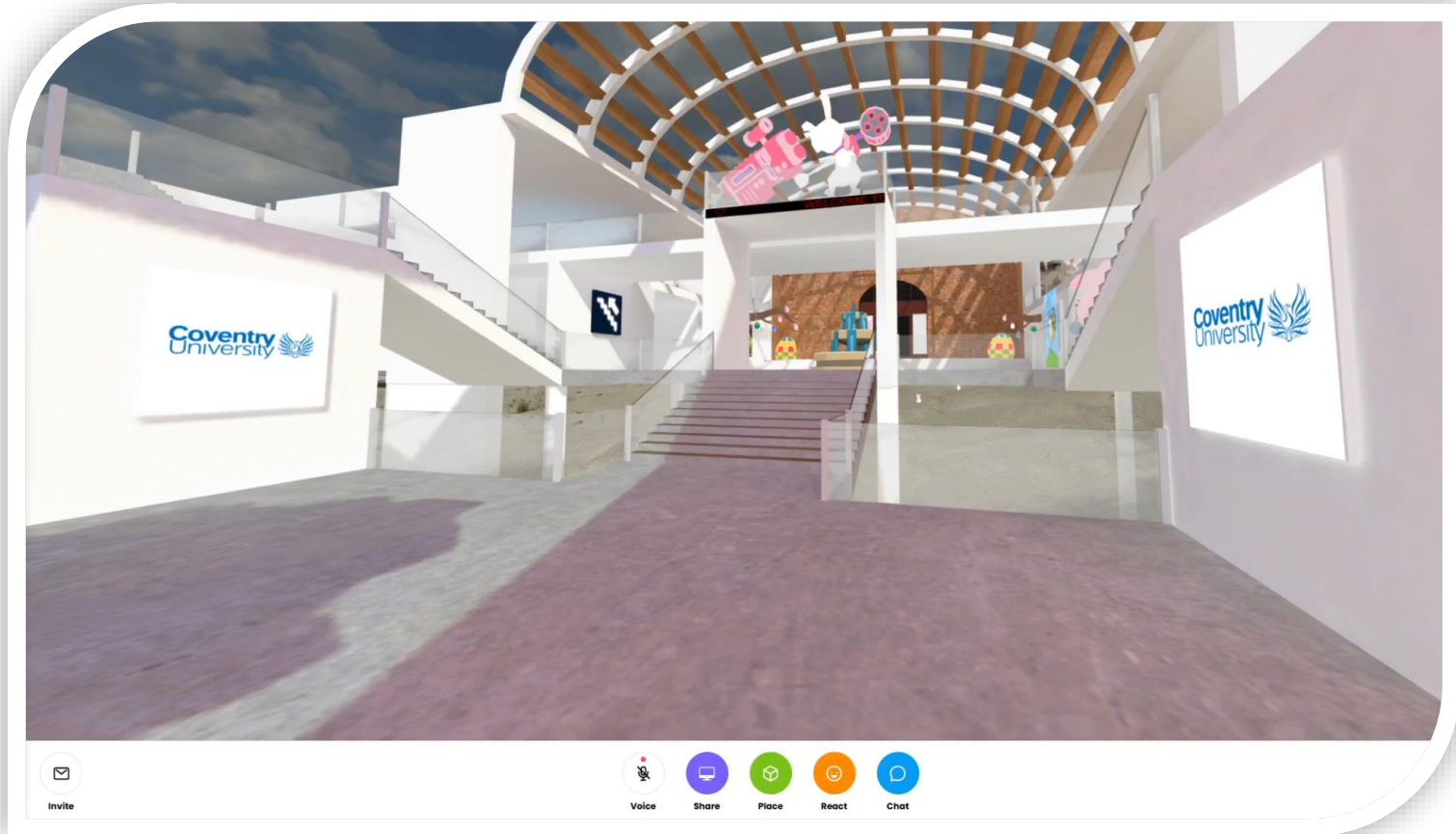


CUBS

Business Simulation Suite – Social Events



IBM Star Awards Using Hubs – Social Event



Business Simulation Suite – Testimonies



Business Simulation Suite

**13th in Guardian
University Guide 2019**

of 121 UK institutions ranked

**2nd in UK for Teaching
Excellence (TEF)**

Times Higher Education metrics
ranking 2017 - Gold winner

**6th for Student
Experience**

The Times and Sunday Times
Good University Guide 2018

**Queen's Award
for Enterprise**

International Trade 2015