

How the Two Simulations Differ

	The Business Strategy Game (BSG)	GLO-BUS
Industry Setting	Companies begin producing branded and private-label athletic footwear in two plants, one in North America and one in Asia. They have the option to establish production facilities in Latin America and Europe-Africa.	Companies assemble wearable, miniature cameras and drones of varying designs and performance capabilities at a Taiwan facility and ship finished goods directly to buyers in North America, Asia-Pacific, Europe-Africa, and Latin America.
Market Segments	12 market segments: online sales, sales to brick-and-mortar retailers, and private-label sales to customers in North America, Latin America, Europe-Africa, and the Asia-Pacific.	8 market segments—sales to camera retailers and online sales to drone buyers in each of the world's four geographic regions.
Operations	Up to four plants (one in each geographic region).	A single plant facility that assembles both cameras and drones.
Distribution	Each BSG company operates a distribution center in each geographic region and makes up to five shipping decisions per geographic region to supply customers and manage regional inventories.	There are no finished goods inventories and distribution centers to operate because all units produced are immediately shipped to buyers.
Production and assembly operations	Up to 11 production-related decisions and 6 workforce compensation decisions per plant; max of 4 plants.	Up to 10 product design decisions for cameras and 10 for drones and 8 decision entries for assembly operations and workforce compensation.
Pricing and marketing	Up to 9 decisions for each of 4 geographic regions, plus bids to sign celebrities to endorse company brands (2 decision entries per bid).	7 decisions for cameras and 5 for drones for each of the four geographic regions.
Social responsibility and corporate citizenship	Up to 8 decisions	Up to 6 decisions
Finance	Up to 8 decisions	Up to 8 decisions
Time Requirements for Students	BSG is our most robust simulation. About 2 ½ hours per round.	About 2 hours per round because company operations are simpler and involve fewer decisions.

***Recommendations:** Company management teams of 3-4 students are optimum, with anywhere from a minimum of 4 to a maximum of 12 companies in a single industry. Divide classes larger than 35-45 students into 2 or more industries. Schedule 2 practice rounds for students to learn how things work.