MONSOONSIM

MonsoonSIM

Based on MonsoonSIM version: 11

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About MonsoonSIM

MonsoonSIM is an award-winning cloud-based business simulation and gamification education platform that has been in operation since 2013. It is designed to promote the development of entrepreneurial mindsets and critical thinking skills in a business environment by using educational technology to enhance an integrated and holistic learning experience. MonsoonSIM has over 119,000 registered learners and a rapidly growing user base.

The platform allows educators to change how they teach business concepts by enabling learners to conduct self-directed learning through simulation and gamification, providing a deeper understanding and recall of business concepts, and transforming teachers into facilitators and motivators. MonsoonSIM is an ideal solution for experiential learning, successfully integrating over thirteen interconnected business departments that simulate real-world processes and environments. MonsoonSIM provides learners the best opportunity to grasp complex concepts in accounting, economics, finance, management, logistics, human resources, data analytics, and more within a business context as they run their virtual businesses in a competitive environment.

MonsoonSIM provides a unique experiential learning model through a business simulation that includes hundreds of micro-business concepts for any trading, distribution, eCommerce, manufacturing, and service business scenario. It allows learners to discover these fundamental theories through experiential learning and analysis, with live data access available for learners to analyze and reflect on their business decisions.

MonsoonSIM is excellent for all ages, with educators able to configure the game to run with only basic features such as accounting alongside retail. On the other hand, with just a click of a button, MonsoonSIM can teach more advanced concepts, such as capital budgeting. Key concepts covered in MonsoonSIM include ERP/Supply Chain, Business Process Integration, Integrated Business System, Experience in Running a Large Business, Asset Maintenance, Human Resources Management, Marketing, Retailing, Logistics, Material Planning, E-Commerce, Forecasting, Accounting, Cash Management, Wholesaling, Service Management, Production Processes, Business Intelligence, Data Analytics, Importance of Teamwork, Critical Thinking, and Decision-making Skills.

MonsoonSIM is a suitable platform to teach a range of courses, including Accounting, Business Administration & Management, Business/Managerial Economics, Business Analytics, Capstone Projects, Entrepreneurship, Economics, Enterprise Resources Planning (ERP/ERM), Finance, General, Human Resources Development, Human Resources Management, International Business Management, Logistics & Materials Management, Management, Management Information Systems, Marketing Management & Research, Organizational Behavior, Operations Management & Supervision, Purchasing/Procurement Management, Sales, Sustainability, Merchandising, & Marketing, Supply Chain and Logistics, Integrated Reporting, and Data Analytics.

Fun

Making education Fun is one of the core design principles of MonsonSIM. This fact is attested by more than seventeen (17) thousands of feedback MonsoonSIM has received over the years (see https://www.monsoonsim.com/guide.html?stage=MSIM_REVIEW). MonsoonSIM makes learning fun by actively engaging learners without them even realizing it. Players can start learning complex business processes without any preparations. With MonsoonSIM, there's no requirement for pre-study worksheets or handouts, as the platform itself is designed to facilitate a seamless learning experience.

Intuitive

Learners can start learning business concepts within five (5) minutes after login into the systems. Everything the learners need is on their screens. Intuitively and interactively, learners will know what to do from the get-go. In addition, MonsoonSIM supports team learning. In learning from MonsoonSIM, almost 95% of their knowledge is self-discovered or from their teammates.
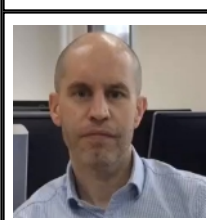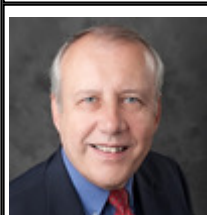
For Educational & Training

Educational games can become very wild. There is no best practice in the industry of what an educational game should be. MonsoonSIM put "Educational" as one of our fundamental design principles because we want to focus on Education. Hence, all the modules we developed, and all the features we have added, are all geared towards the following aims:

- For Educators
    - Easier to Teach
    - More to Teach
- For Learners
    - Easier to Learn
    - More to Learn

What our users say

MonsoonSIM is a remarkable tool that has been praised by educators all over the world for extending the boundaries of teaching and learning. Dr. Edwin Lim of Deakin University in Melbourne, Australia, has commended MonsoonSIM for its ability to improve both the breadth and depth of students' learning. Meanwhile, Dr. Leong Y. Jonathan and Dr. Ma Nang Laik from the Singapore University of Social Sciences have published an article in the European Journal of Social Sciences Education and Research, where they highlight the value of gamification and working with live data in developing students' thinking and transferable skills.

	Very Realistic Scenario which has enough complexity to keep it interesting without being unnecessarily over complicated *-- Liz Dwyer - Head of SAP User Adoption Services, Asia Pacific*
	The game is quite realistic and it reflects what actually happens in a real-life company so it can help people understand how ERP works *-- Dr. Deliang Wang - Ph.D. of Information Systems, National University of Singapore*
	MonsoonSIM is an excellent platform for learning all facets of running a business enterprise. MonsoonSIM also encourages students to be competitive and strategic in their thinking

	-- Dr, Remedios Cruz. Dean, College of Business and Accountancy at National University
	One of the main benefits of these simulations is the interrelated nature of business decisions. For example, the understanding of the impact of X on Y *-- Dr. Jason J Turner, Taylor University, Malaysia*
	I have been looking for a tool that helps demonstrate the integration of ERP systems, and MonsoonSim provides this. *-- Severin Grabski, Ph.D, Michigan State University, USA*

Read more https://www.monsoonsim.com/guide.html?stage=MSIM_REVIEW

Recommendation letters

- From HKUST (Hong Kong) https://www.monsoonsim.com/depo/images/doc/hkust.pdf
- From Deakin University (Australia) https://www.monsoonsim.com/depo/images/doc/deakin.pdf

Academic Journals on MonsoonSIM

Designing Hybrid and Online Capstone Experiences for Accounting Students

Published in the Australasian Society for Computers in Learning in Tertiary Education; By Christine Contessotto, Edwin KiaYang Lim, Harsh Suri, Deakin University
https://www.monsoonsim.com/depo/images/doc/papermsim6.pdf

Using Experiential Learning Theory to Improve Teaching and Learning in Higher Education

Published in European Journal of Social Sciences Education and Research by Dr. Leong Y. Jonathan and Dr. Ma Nang Laik of Singapore University of Social Sciences
https://www.researchgate.net/publication/339424471_Using_Experiential_Learning_Theory_to_Improve_Teaching_and_Learning_in_Higher_Education

Factors Influencing Use of MonsoonSIM Business Simulation

by UTM Undergraduate Students by Shfudin Mohd Yatim and Chin Fei Goh
https://www.researchgate.net/publication/325573809_Factors_Influencing_Use_of_Monsoonsim_Business_Simulation_by_UTM_Undergraduate_Students_

Business Simulation, Student Competency, And Learning Outcomes

Authors : Christiana F. Dharmastuti, Syarief Darmoyo, R. A. Gunawan, M. N. Duka, University Atma Jaya https://www.monsoonsim.com/depo/images/doc/papermsim4.pdf

21st Century Skills Development Through Business Simulation Games

Authors : Ziehanie Shafiai, Politeknik Ungku Omar, Malaysia
https://www.monsoonsim.com/depo/images/doc/papermsim5.pdf

Business Analytics, MonsoonSIM

A book written by Dr. Violeta Cvetkoska, an Associate Professor of the courses Operational Research, and Fundamentals of Business Analytics, and Head of the EUi at Ss. Cyril and Methodius University in Skopje, Faculty of Economics – Skopje
https://drive.google.com/file/d/1cdfPOLQISvbUuxS2pk7-NQz-LKPBRt3W/view

Impact of MonsoonSIM on UTM Students

Authors : Dr. Mohamad Shah Kassim, En. Shafudin Mohd Yatim, Dr. Zulkifli Khair, Universiti Teknologi Malaysia https://www.monsoonsim.com/depo/images/document/monsoonsimimpactppt.pdf

Radical and disruptive innovation in higher education

Authors : Dr. Mohamad Shah Kassim, En. Shafudin Mohd Yatim, Dr. Zulkifli Khair, Universiti Teknologi Malaysia https://www.monsoonsim.com/depo/images/doc/paperdisruptiveinnovation.pdf

YouTube Videos

What they say about MonsoonSIM
https://www.youtube.com/playlist?list=PLs8h7OJ_elzTWFPmwOjDUYGnzhHylwbKC

Teaching Management Accounting with Data Analytics using MonsoonSIM
https://www.youtube.com/watch?v=St9NcvhJ6AE&t=653s

Users compilations https://www.youtube.com/watch?v=IzMdQ5tkRz0

Use Cases

https://docs.google.com/presentation/d/1-d2wCZ5uPsDf5sCQfZZTDBMF2dohKVbEXyawP4fzYnM/edit

The uniqueness of MonsoonSIM

What sets MonsoonSIM apart from other simulations is its unique features and capabilities. Here's a breakdown of what makes MonsoonSIM different:

1. Multiple Teaching Modes: MonsoonSIM offers both gamification and simulation modes, providing diverse teaching approaches to engage learners. This combination enhances the learning experience and caters to different learning preferences.
2. A.I-Based Virtual Teaching Assistant: MonsoonSIM incorporates an A.I-based virtual teaching assistant that supports learners and facilitators. This assistant provides personalized guidance, suggestions, and feedback, enhancing learning and facilitating effective teaching.
3. Robots Learners: MonsoonSIM introduces the concept of robot learners, enabling learners to compete against intelligent computer-controlled entities. This feature adds an element of competition and challenge, promoting active learning and critical thinking.
4. Learner Level: MonsoonSIM accommodates learners across different educational levels, including high school, undergraduate, and graduate (MBA) students. This versatility allows the platform to cater to a broader range of learners and academic programs.
5. Configurability: MonsoonSIM stands out for its high degree of configurability. Facilitators have extensive control over the platform, enabling them to customize scenarios, adjust complexity, and align the simulation with specific learning objectives and requirements.
6. Knowledge Coverage: MonsoonSIM offers comprehensive knowledge coverage, focusing on enterprise-wide rather than specific isolated concepts. This holistic approach gives learners a broader understanding of how different business functions interconnect and impact organizational success.
7. Learning Outcomes: MonsoonSIM emphasizes comprehensive and dynamic learning outcomes. Instead of solely focusing on a few key performance indicators (KPIs), the platform aims to develop a well-rounded understanding of business principles and their practical application.
8. Infrastructure: MonsoonSIM is built with user-friendly learning and teaching in mind. The platform's interface and tools are designed for ease of use, ensuring a smooth and intuitive experience for learners and facilitators.
9. Data Analytics Support: MonsoonSIM offers data analytics support, providing learners access to live data for analysis and decision-making. This feature enhances the realism of the simulation and allows learners to develop data-driven insights and strategies.
10. Community Support: MonsoonSIM fosters a vibrant online community with clubs, leagues, and ratings. This community aspect encourages collaboration, competition, and knowledge sharing among learners from different institutions and backgrounds.
11. Courses and Quizzes: MonsoonSIM includes pre-packaged lessons and quizzes, offering additional structured learning resources. These resources complement the simulation experience and provide further knowledge reinforcement and assessment opportunities.

In summary, MonsoonSIM differentiates itself through its multiple teaching modes, AI-based virtual teaching assistant, robot learners, configurability, enterprise-wide knowledge coverage, comprehensive and dynamic learning outcomes, user-friendly infrastructure, data analytics support, community engagement, and additional courses and quizzes. These features contribute to an immersive, adaptable, and comprehensive learning experience for learners across various educational levels.

Business concepts covered in MonsoonSIM

Here are some of the key business concepts you can selectively configure to teach in MonsoonSIM:

Sales:

- Retail Sales
- Retail Sales in Fast Moving Consumer Goods (FMCG) Industry
- Retail store management
- Retail discounts
- Retail rental management
- Wholesale Sales
- Service Sales
- ECommerce Sales
- Retail Margin
- Wholesale Margin
- Service Margin
- Price Control for Retail
- Price elasticity in products
- Winning bids for Wholesale
- Making deals for Wholesale
- Quoting for Services
- Replenishment strategies for Retail and Wholesale
- Sales Order processing
- Capacity planning for Retail Sales
- Managing stockouts in Retail Sales
- Impact of holidays on Retail Sales
- Retail forecasting
- Customer Loyalty

Procurement:

- Purchase Request and Purchase Order
- Cash purchase
- Future delivery purchase
- Blanket purchase
- Vendor Terms of Payment
- Vendor selection
- Shipping considerations
- Bulk purchase vs. Non-Bulk purchase
- Supplier lead time and reliability
- Sustainability consideration

Marketing:

- Demography consideration
- Marketing media selection

- Marketing investment decisions
- Brand awareness
- Market Intelligence

Logistics:

- Auto replenishment
- Product allocations for sales orders
- Rental management for retail stores and warehouses
- Shipment management among locations
- Calculating shipping costs
- Sustainability consideration

Forecasting:

- Demand forecasting in Retail, Wholesale, and Rentals
- Interest-rate forecasting
- Currency forecasting

Production:

- Machine selection and investment
- Production capacity planning
- Production order processing
- Sustainability consideration

MRP (Material Requirements Planning):

- MRP concepts and execution
- Buffer stock level determination
- Bill of Materials (BOM) concepts
- Production vs. Outsourcing strategy decisions

Maintenance:

- Predictive Maintenance
- Periodic Maintenance
- OEE (Overall Equipment Efficiency) management
- APQ (Availability, Performance, and Quality) management
- Asset breakdown and major repairs

Human Resources:

- Staff personality traits (OCEAN factors)

- Personality matching in recruitment
- Staff counseling and training
- On-the-job training
- Staff dismissal and costs
- Staff transfer and turnover ratio
- Manpower planning for Retail

Service Management:

- Manpower scheduling
- Service Quotation and Request for Quotation

Customer Service:

- Complaint management and its importance
- Relationship between customer complaints and staff index

Sustainability:

- Operating your company with sustainability in consideration
- Consider the environmental impact of your operation in logistics
- Consider the environmental impact of your operation in production

Finance:

- Financial statements (profit and loss, balance sheet, cash flow)
- Loan types (fully amortized, interest-only)
- Loan repayment period
- Credit rating
- Cost of Goods Sold
- Operating Expenses
- Asset Depreciation
- Impact of foreign exchange on purchasing costs
- Cash flow management
- Inventory management
- Trading profit
- Overdraft management
- Bankruptcy
- Accounts Payable and Accounts Receivable
- Balance Sheet and Trial Balance
- Net profit calculation
- Budgeting
- Forex Gain/Loss
- Research and Development
- Integrated Reporting

Relationship between departments:

- Interactions between Finance and other departments
- Interactions between Human Resources and other departments
- Relationships between Sales and Warehouse, Procurement, Production, and Marketing departments
- Relationships between Maintenance and Production, Procurement, and Sales departments
- Relationships between MRP and Sales, Procurement, and Warehouse departments
- Relationships between Customer Service and Sales Department
- Impact of departments on each other's operations (e.g., Maintenance on Production, Human Resources on Warehouse, etc.)

Data Analytics:

- Analyze the data from game results
- Design charts and executive information systems for decision making
- Live access to game data from 3rd party tools such as Tableau, PowerBI, R, Excel

These are just a sample of concepts that provide a comprehensive understanding of various business functions and their interrelationships within an organization.

How MonsoonSIM can be used in Teaching business concepts

With MonsoonSIM, the following transformations are taking place:

For the learner:

- From learning by doing -- to -- learning by experiencing
- From learning by theory -- to -- learning by practicing
- From learning by remembering -- to -- learning by doing

For the educator/trainer:

- From being a teacher -- to -- being a conductor/facilitator/motivator
- From developing course content -- to -- configuring course content
- From teaching standard materials -- to -- teaching supplementary, non-standard materials (not already covered by MonsoonSIM)

1. Teacher becomes Facilitator
2. Students explore, experiment and experience

Content

Configure the business environment

Teacher

Learner

MonsoonSIM Teaching Model
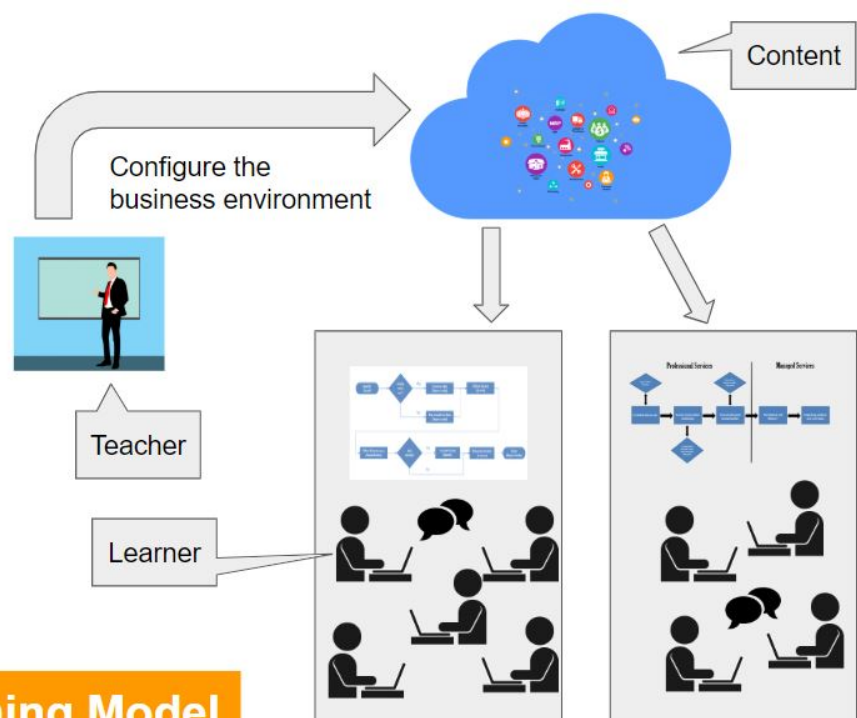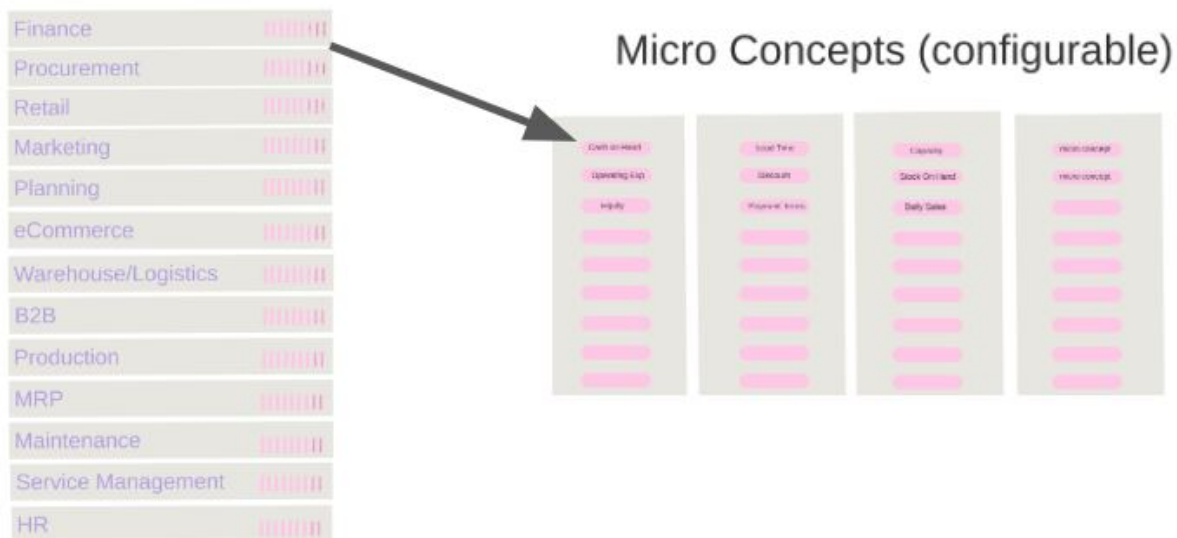
MonsoonSIM takes a unique approach to learning by developing a multitude of business micro-concepts, which are then integrated into departmental concepts. Facilitators can effortlessly create custom business scenarios using these concepts, enabling learners to engage in self-exploration, self-discovery, and experimentation. Whether individuals or teams, learners have the flexibility to dive into the scenarios and uncover knowledge organically.

The beauty of MonsoonSIM lies in its progressive complexity. Initially, learners encounter a few fundamental business concepts, much like peeling the outer layers of an onion. It's a gradual journey where the complexity increases as learners become more receptive. As they delve deeper into the game, more knowledge reveals itself quickly, ensuring continuous learning without overwhelming the learners.

Moreover, MonsoonSIM is aligned with the principles of the Industrial 4.0 transformation. By embracing the platform, educators can tailor their curriculum to meet their specific requirements rather than being bound by a rigid pre-defined syllabus. This flexibility empowers Certified Trainers to design a curriculum that aligns with their objectives and maximizes the learning potential of their students.

"onion" of knowledge Experience build up
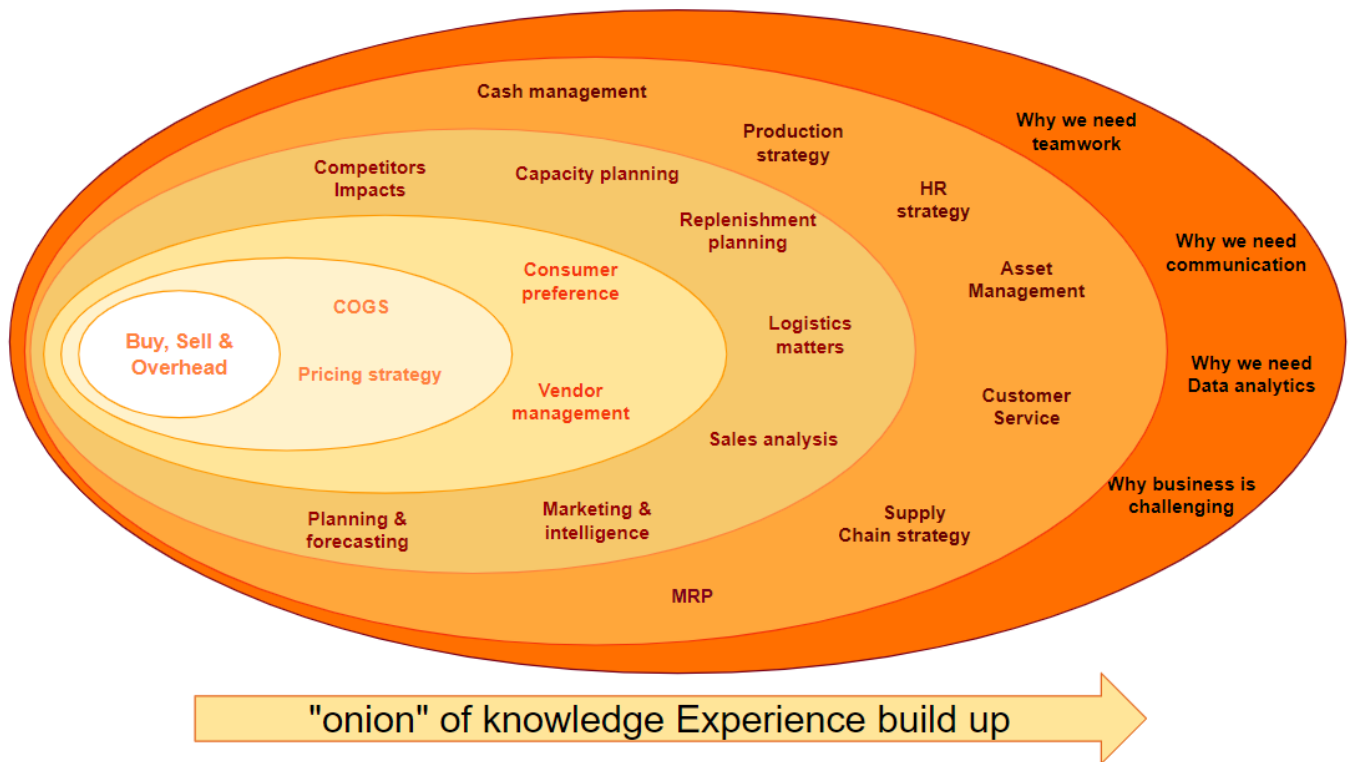
MonsoonSIM allows facilitators to begin with a straightforward scenario, allowing learners to grasp business basics immediately. As learners progress and develop their understanding, facilitators can gradually introduce more complex business cases to challenge them and encourage further learning.

Horizontal Learning Model
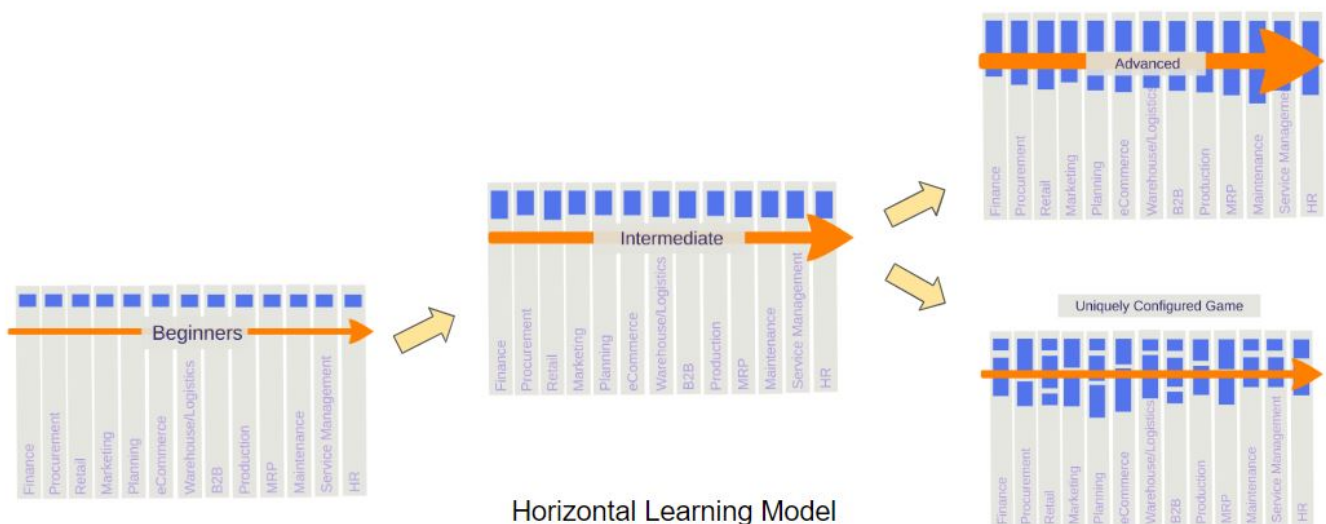
In a typical scenario, a facilitator would create a virtual environment, a virtual marketplace, and learners grouped in teams, forming virtual companies to compete. By making the teams compete with each other to achieve specific Key Performance Indicators (KPIs), the learners will learn much valuable knowledge from their experiences.

Here are some of the thought processes the learners have to go through:

- Identify and discover business opportunities
- Discover business concepts and reaffirm through application
- Understand the constraints and KPIs of the teammate
- Make assumptions and deductions
- Experiment with their hypothesis
- Discuss strategies with teammates and execute
- Observe results and dynamically evolve to new challenges
- Suffer the virtual consequences for missteps
- Learn from mistakes

This adaptability is a vital platform strength, as it can cater to learners across various educational levels. Whether it's primary students, middle school students, or even MBA schools, MonsoonSIM provides a versatile learning environment that can be tailored to suit the needs and abilities of different learners. The platform's scalability and adjustable complexity make it a valuable tool for educators across various educational settings and age groups.

Operating model of MonsoonSIM Quiz

Operating Model for MonsoonSIM Quiz:

Objective:

The objective of the MonsoonSIM Quiz feature is to allow the facilitator to create, manage, and run quizzes within the MonsoonSIM platform. The quizzes can be created using questions from both the facilitator's own question pool and the official course-related question pool. This operating model outlines the key points and steps involved in using the MonsoonSIM Quiz feature.

1. Quiz Creation:

   a. The facilitator has the ability to create quizzes using a combination of questions from their own question pool, from A.I and the official course-related question pool.

   b. The facilitator can select questions from these two pools to create a customized selection for the quiz.

   c. The facilitator assigns a name to the quiz, which will be used to identify and track the quiz in the system.

2. Quiz Execution:

   a. Once the game is stopped, the facilitator can initiate the quiz session.

   b. During the quiz, participants will be presented with the selected questions.

   c. The facilitator has control over the duration of the quiz, including the ability to stop and resume the quiz session if needed.

3. Quiz Results and Review:

   a. Once the quiz session is stopped or completed, the facilitator can review the results.

   b. The quiz results can be found and accessed under the "Quiz Executed" menu in the MonsoonSIM platform.

   c. The facilitator can analyze the participants' performance, track scores, and identify areas for improvement based on the quiz results.

Overall, the MonsoonSIM Quiz feature provides facilitators with the capability to create and run quizzes using their own question pool and the official course-related question pool. The feature allows for flexible control over the quiz sessions, including quiz name, duration, suspension, and resumption. Facilitators can review the quiz results to assess participants' understanding and progress in the MonsoonSIM simulation.

How to get started

To begin your journey with MonsoonSIM, the first step is to participate in the facilitator certification training, which typically spans a one-day (8-hour) session - the **MonsoonSIM Certified Facilitator Training Level-1**. You can contact MonsoonSIM to enroll in the upcoming certification batch and join the community of over 2000 certified facilitators worldwide. Once you have completed the certification, you will gain access to your own assigned server, enabling you to seamlessly integrate MonsoonSIM into your teaching curriculum. Throughout your experience, you can rely on the comprehensive online guide designed specifically for facilitators, providing continuous support and assistance. With MonsoonSIM, you can unlock the power of gamified education and create an engaging learning environment for your students.

MonsoonSIM Facilitator Certification Level-1

MonsoonSIM Certification Level 1 is a comprehensive one-day training program designed to equip participants with the necessary skills to both play and facilitate MonsoonSIM. The certification training spans 8 hours, with the first half of the session dedicated to immersing attendees in the role of a player, allowing them to experience the dynamics and intricacies of the simulation firsthand. The latter half of the training focuses on developing facilitation skills, enabling participants to effectively guide and support their own students in using MonsoonSIM. By completing this certification, educators gain a solid foundation to incorporate MonsoonSIM into their teaching practices and create an engaging and interactive learning environment for their students.

No pre-requisite

Becoming a certified MonsoonSIM Facilitator does not require any prior business background, making it accessible to educators from various disciplines. Regardless of your academic background, you can acquire the necessary skills to effectively facilitate MonsoonSIM in your classroom. In terms of infrastructure, the requirements are minimal - all you need is a laptop or computer with Wi-Fi access. This allows for flexibility in delivering the simulation-based learning experience to your students, whether it's in a traditional classroom setting or through online platforms. MonsoonSIM's user-friendly interface and comprehensive training materials ensure that you have everything you need to successfully integrate the platform into your teaching approach.

What you will learn in this certification training

In the MonsoonSIM Facilitator Certification training, you will undergo a comprehensive learning experience that will equip you with the necessary skills to effectively facilitate the MonsoonSIM platform. The certification training consists of two main components: learning as a player and learning as a facilitator.

As a player, you will gain an understanding of the basics of running a simple retail, distribution, and wholesale business within the MonsoonSIM simulation. This hands-on experience will provide you with a solid foundation and practical insights into the simulation process.

Transitioning to the role of a facilitator, you will delve into the following key areas:

1. Creating, running, starting, and stopping simulation sessions/games: You will learn how to set up and manage simulation sessions, giving you control over the learning experience for your students.
2. Team setup: You will discover how to configure teams, allowing learners to collaborate and work together within the simulation environment. This fosters teamwork and enhances the overall learning experience.
3. Business environment configuration: You will gain the ability to customize the business environment based on specific learning objectives and scenarios. This customization enables you to tailor the simulation to meet the unique needs of your students.
4. Enrolling and un-enrolling learners: You will acquire the skills to manage learner enrollment, granting access to the simulation for individuals or groups of students. This allows you to effectively manage the participation of your students.
5. Session saving: You will explore how to save simulation sessions, enabling you to pause, resume, or review them at a later time. This feature provides flexibility and convenience in

delivering the simulation-based learning experience.

6. Micro course utilization: You will understand how to leverage micro courses, which are targeted learning resources and materials that enhance the learning journey for your students. These resources provide additional support and guidance to supplement their learning.

7. KPIs targets setup: You will learn how to define Key Performance Indicators (KPIs) and set targets for learners to achieve. This allows for performance evaluation and goal-oriented learning, enabling students to track their progress and strive for improvement.

8. Scoring matrix setup: You will gain knowledge on setting up the scoring matrix, which determines how learners' performance is assessed and scored within the simulation. This assessment mechanism helps evaluate student performance and provides valuable feedback.

9. Data analytics access setup: You will be able to configure data analytics access, providing learners with the ability to analyze and interpret real-time data generated during the simulation. This cultivates data-driven decision-making skills and enhances the learning experience.

FAQ (Frequently Asked Questions)

What is MonsoonSIM?

MonsoonSIM is an award-winning business simulation and gamification education platform. This platform has been used in business education since 2013, with a rapidly growing user base in 5 continents. We have more than 250 organizations using MonsoonSIM with more than 110,000 learners. MonsoonSIM allows educators to change the way they teach business concepts. For example: Instead of training with theory alone, you authorize the learners to conduct self-directed learning --- through simulation and gamification. Some of the MonsoonSIM users include: Michigan State Business School, Penn State, Esslingen University of Applied Science (Germany), Hong Kong Hang Seng University, Singapore University of Social Sciences, Singapore Ngee An Poly, etc

What is the difference between MonsoonSIM and other business games?

There are numerous business games available on the market. Most of them, however, are vertically focused, such as stock trading, sales, team building, marketing, etc. In contrast, MonsoonSIM uses ERP (Business Process Process) as a base. Facilitators can teach either by gamification or by simulation. MonsoonSIM, in short, uses an innovative horizontal experiential learning model (click for a short video on this). There are altogether close to three hundred micro-business concepts. These fundamental concepts apply to any trading, distribution, eCommerce, manufacturing, and service business. MonsoonSIM allows learners to discover these concepts through experiential learning and analysis.

What are the benefits of MonsoonSIM for me as an educator?

Your teaching becomes a whole lot more fun and engaging with MonsoonSIM. Firstly, by being a certified facilitator in MonsoonSIM, you can create and conduct courses anytime, anywhere, with just a standard browser; likewise, your students can learn anytime, anywhere. Secondly, you do not have to create any content. MonsoonSIM comes with hundreds of micro-business concepts. All you need to do is to choreograph your business scenario and let the learners learn through experiential learning (gaming) or simulation. You control the tempo, depth and breadth of the business scenario. Teaching business processes through PowerPoint is no longer attractive for today's learners. Notes and slides can be dauntingly boring. With MonsoonSIM, learning becomes fun. With MonsoonSIM, the trainer can now focus on adding more teaching materials not covered by MonsoonSIM for the students before, after, or in the middle of the game whenever deemed appropriate.

What are the benefits of MonsoonSIM for me as a student?

Key benefits are improved employability, virtual "real-life" work experience, and more business operations knowledge. As a student, understanding the enterprise system will significantly expand your knowledge about how a business enterprise is run. You will learn about the relationships (data and process) among various departments. You will also learn how one department's failure can impact the other departments to the point that it may even bring down the entire operation of an enterprise. Therefore, it does not matter whether you are an accounting student, a business student, an industrial engineering student, or a student studying information technology, as learning about enterprise business concepts is always good. For example, as an accounting major, you would need to know the idea of product costing and experience it when playing the MonsoonSIM game. Whereas, as an MBA student, knowing how business is being run would be good. As an e-commerce system designer, learning the

procurement and supply chain concept will undoubtedly help your system design. The benefits are multi-facet.

What are the benefits of MonsoonSIM for me as part of the management team of a corporation?

As a corporate manager, MonsoonSIM will help your staff better leverage your existing business system. Besides giving your staff a better understanding of what the enterprise processes entail, the staff can work together with more appreciation of each other's constraints. For example: if your staff is in the sales department, they need to be more aware of the delivery ability. Staff in the customer service department should know the key customers. Staff working in the production department should be more aware of the upcoming promotions by the folks in the marketing department. Having your employees undergo a MonsoonSIM workshop will improve their total work productivity and flexibility. Furthermore, as MonsoonSIM is a team game that requires teamwork and communication, playing the game by mixing players from different departments into one virtual company would surely improve their team spirit and collaboration.

I have established curriculums and would like to incorporate experiential learning in the courses; how can MonsoonSIM help?

MonsoonSIM's platform is highly configurable to the facilitators. Akin to how the business environment in the real world is dynamic, shifting, and ever-changing, facilitators can configure the business simulation and tailor their teaching materials (the business gaming scenario) to suit the learning ability and capacity of the students.

We have pre-set configurations and modules you can explore and use instantly and conveniently. Still, every feature in the game, how the business world is set within any department or business concept, can be tailored.

Example: If you teach Accounting Information Systems and want your students to learn more about Inventory. You can configure a simple retail game and let your students operate their business, in teams, against each other to achieve specific apparent targets such as profitability or efficiency. While playing the game, students will learn inventory procurement, storage, and costing.

Click here to learn more about how MonsoonSIM can help enhance your curriculum
https://www.youtube.com/watch?v=zErYhExfJUM&t=198s

How can MonsoonSIM help in studying Data Analytics?

MonsoonSIM can greatly support the study of Data Analytics by providing learners with access to live data, enabling them to analyze and interpret real-world business information. The platform offers hands-on experience in working with data, making data-driven decisions, and understanding the impact of data analysis on business outcomes.

All the game data in MonsoonSIM can be accessed, in real-time, by any 3rd party Data Analytics tools such as (Excel, R, Tableau, PowerBI, and Google Data Studio).

Click to see how a university in Germany uses MonsoonSIM to teach data analytics in a Management Accounting course : https://www.youtube.com/watch?v=St9NcvhJ6AE&t=653s

How long is a typical session of MonsoonSIM?

A typical session of MonsoonSIM can vary in duration and is highly flexible. It can be configured to run for as short as 1 hour or extend up to 30 days, depending on the facilitator and players' preferences. The facilitator has control over the pace, depth, and breadth of the business environment, and sessions can be stopped and resumed at a later date.

Is there any pre-requisite knowledge needed to play MonsoonSIM?

No, there is no prerequisite knowledge required to play MonsoonSIM. The simulation is designed to cater to a wide range of users, from primary school students to university students and individuals at all levels in a corporation. The game's difficulty level can be adjusted and configured according to the needs and abilities of the players.

How configurable is MonsoonSIM?

MonsoonSIM is highly configurable, allowing for a tailored and personalized experience. Users can configure various aspects of the simulation, including the locations of retail stores, warehouses, cash, and bank facilities, costs, machine capacity, storage capacity, suppliers, customers, and product bill of materials (BOM). Additionally, users can determine which departments to run, customize game timings, and choose which concepts to emphasize or hide. This configurability enables users to adapt the simulation to their specific learning objectives and desired level of complexity.

Is MonsoonSIM run on any commercial product such as SAP or Oracle business system?

MonsoonSIM is an independent simulation platform that does not rely on specific commercial products such as SAP or Oracle business systems. It is not designed as a product training tool but focuses on conceptual training, providing learners a comprehensive understanding of various business concepts and processes. MonsoonSIM emphasizes developing critical thinking, decision-making skills, and holistic business understanding rather than specific software proficiency.

Which universities have adopted MonsoonSIM in their teaching curriculum?

A wide range of universities around the world has adopted MonsoonSIM. Some notable universities that have incorporated MonsoonSIM into their teaching curriculum include:

1. Penn State University - USA
2. Hong Kong University of Science & Technology - Hong Kong
3. Esslingen University of Applied Sciences - Germany
4. National University - Philippines
5. Michigan State University - USA
6. Deakin University - Australia
7. Swiss German University - Indonesia
8. Trisakti University - Indonesia
9. Francis Marion University - USA

These are just a few examples, and more than 250 universities across different countries have embraced MonsoonSIM as a valuable tool for business education.

What is the MonsoonSIM's mission?

MonsoonSIM's mission is to transform business education by making the teaching and learning

experience easier and more enjoyable. The platform aims to revolutionize how business concepts are taught by providing a dynamic and interactive environment that engages learners and enhances their understanding of real-world business scenarios. By combining gamification and simulation, MonsoonSIM aims to create an immersive learning experience that imparts knowledge and develops critical thinking, problem-solving, and decision-making skills. Ultimately, MonsoonSIM seeks to empower educators and students worldwide to embrace innovative approaches to business education and prepare the next generation of business professionals for success.

Is there a standard methodology in delivering MonsoonSIM?

While there is no standard methodology in delivering MonsoonSIM, the platform offers a high level of configurability and flexibility, allowing Certified Facilitators to tailor the delivery based on their training objectives and the needs of their learners. Here are some considerations that trainers can take into account when delivering MonsoonSIM:

1. Business Scenario Selection: Trainers can choose from various business scenarios such as trading, retail, service, or a combination based on the learning objectives and the learners' background.
2. Session Duration and Tempo: Trainers can determine the session duration, whether a few hours or multiple days and set the game's pace to ensure an optimal learning experience.
3. Course Materials and Monitoring: Trainers can decide if any course materials will be provided to learners and establish methods for monitoring their progress, such as quizzes or regular assessment intervals.
4. Emphasizing Micro Concepts: Trainers can highlight specific micro concepts at appropriate points during the session to reinforce learning and understanding.
5. Introducing New Market Dynamics: Trainers can introduce new market dynamics or challenges throughout the session to simulate real-world business environments and enhance critical thinking and decision-making skills.
6. KPI Targets and Objectives: Trainers can set Key Performance Indicator (KPI) targets and objectives for learners to achieve, providing a sense of achievement and motivation.
7. Robot Deployment and Transactions: Trainers can deploy robots within the game to assist learners and provide transactions that learners can observe and learn from.
8. Measurement and Scoring: Trainers can establish measurement criteria and scoring mechanisms to assess learners' performance and provide feedback on their decision-making and outcomes.
9. Reporting and Self-Assessment: Trainers can require learners to submit reports or engage in pre-session and post-session self-assessment activities to reflect on their learning and progress.

Overall, the methodology of delivering MonsoonSIM is adaptable and can be customized by Certified Facilitators to align with their training plans, curriculum, and desired learning outcomes.

MonsoonSIM is team-based learning, but can it also be a single learner?

Yes, MonsoonSIM can be configured for both team-based learning and individual learning. While the platform is designed to facilitate team collaboration and decision-making, it is also possible to set up a single learner mode. In this mode, the learner will be challenged by their own Key Performance Indicator (KPI) targets without direct interaction with other participants. The competitive landscape and market dynamics can still be created by the MonsoonSIM robots in the background, providing a realistic business environment for the individual learner.

What subject matter (major) is suitable to teach with MonsoonSIM in my university?

MonsoonSIM is a versatile platform that can be used to teach various subjects. Here are some major topics that are suitable for teaching with MonsoonSIM in a university:

- Entrepreneurship: MonsoonSIM can simulate the challenges and dynamics of running a business, allowing students to learn about various aspects of entrepreneurship, such as sales, marketing, procurement, and financial management.
- Supply Chain and Logistics: MonsoonSIM provides hands-on experience in managing supply chains, optimizing inventory, coordinating logistics operations, and understanding the overall flow of goods and services.
- ERP (Enterprise Resource Planning): MonsoonSIM can teach students about implementing and managing ERP systems, giving them practical exposure to real-world business processes and integration across departments.
- Operations Management: MonsoonSIM offers insights into operational decision-making, production planning, resource allocation, and quality management, helping students understand how to optimize processes and improve efficiency.
- Management and Financial Accounting: MonsoonSIM allows students to gain practical knowledge of financial management, budgeting, cost analysis, and financial decision-making within a simulated business environment.
- Business Fundamentals: MonsoonSIM covers essential business concepts, including sales, marketing, procurement, finance, and human resources, making it suitable for introductory courses in business studies.
- Economics Fundamentals: MonsoonSIM can give students a practical understanding of economic principles, market dynamics, pricing strategies, and demand forecasting.
- Human Resources: MonsoonSIM offers insights into human resource management, including staff recruitment, training, performance evaluation, and workforce planning.
- Capstone Projects: MonsoonSIM can be used as a platform for capstone projects, allowing students to apply their knowledge and skills in a simulated business environment and tackle complex challenges.
- Data Analytics: MonsoonSIM provides access to live data and analytics support, making it suitable for teaching data analytics concepts and techniques across various business disciplines.

These are just a few examples, and MonsoonSIM can be adapted to various other majors and courses depending on the learning objectives and desired outcomes of the curriculum.

How do I start to use MonsoonSIM for my teaching needs?

To begin using MonsoonSIM for your teaching needs, you can start by completing a 1-day (8-hour) certification - The MonsoonSIM Certified Facilitator Level-1. MonsoonSIM conducts facilitator certification training regularly, and you can reach out to them to enroll in the next certification batch. Once you have completed the certification, you will have access to your assigned server, which will allow you to conduct MonsoonSIM sessions for your students. There is an online guide available for facilitators that you can refer to at any time for assistance. It's worth noting that there are currently over 2000 certified facilitators of MonsoonSIM worldwide.

Finance Module

The MonsoonSIM Finance module is a comprehensive simulation that allows users to experience and learn various aspects of financial management in a business context. It provides a realistic environment for players to develop their understanding and skills in financial decision-making, accounting practices, and financial analysis. Here are some key features and components of the MonsoonSIM Finance module:

1. Money Management: The module emphasizes the management of money within a business. Players learn how to optimize profits by increasing sales and decreasing expenses.

2. Accounting: The module covers two types of accounting methods: Cash and Accrual. Players gain hands-on experience with recording transactions through journal entries, maintaining balance sheets, profit and loss statements, and trial balances.

3. Financial Reports: MonsoonSIM Finance incorporates financial reporting in line with GAAP (General Accepted Accounting Practice). Players can generate and analyze essential financial reports such as profit and loss statements, balance sheets, and trial balances. MonsoonSIM supports average costing.

4. Integrated Reporting: The module introduces the concept of integrated reporting, which showcases how a company communicates its financial performance and value creation to stakeholders.

5. Bank Overdraft Facility: In situations where operating cash runs out, players can utilize a bank overdraft facility as a standby loan. However, overdrafts incur daily interest, and exceeding the facility limit restricts further drawdowns.

6. Cash Accounting: The module includes a cash accounting system where payment for purchases and expenses requires immediate cash on hand. Insufficient funds may result in undelivered goods or canceled purchase orders.

7. Delinquent Payout: If the team exceeds the overdraft limit, incoming payments, such as salaries, rentals, and goods purchase orders, become delinquent. The system attempts to settle delinquent payments automatically each day.

8. Accrual Accounting: The accrual accounting system incorporates vendor credit limits and payment terms. Players must manage account payables and consider the impact of foreign currency fluctuations on imported products.

9. Credit Rating: The module introduces credit ratings based on outstanding delinquent payments. Players can receive different credit ratings ranging from Unrated to AAA, which affect the company's creditworthiness and loan applications.

10. Loan Management: MonsoonSIM Finance includes various types of loans with configurable terms and interest rates. Players can explore loan options and understand the implications of different repayment structures.

11. Financial Intelligence: The Business Intelligence module provides players with access to financial performance analysis and other intelligence. They can examine key metrics, ratios, and forecasts to make informed financial decisions.

Overall, the MonsoonSIM Finance module offers a dynamic and immersive learning experience, allowing players to develop practical skills in financial management, accounting, and financial analysis. By simulating real-world scenarios and providing a range of financial tools and concepts, the module prepares users for effective financial decision-making in a business environment.

Facilitator can configure the following parameters for FIN (Finance Module)

Note: The complexity of this module is configurable by the facilitator. It is recommended to start with the default configuration and gradually increase the complexity as the facilitator sees fit. This allows for a customizable learning experience tailored to the participants' needs and skill levels.

Procurement Module

MonsoonSIM's Procurement module provides learners with a dynamic simulation of procurement operations, allowing them to experience and develop essential skills in supplier management, inventory control, and strategic decision-making. By engaging in realistic scenarios and utilizing powerful analytics tools, learners can optimize procurement processes, evaluate supplier performance, and make informed decisions to enhance efficiency, cost-effectiveness, and overall supply chain performance.

Procurement Operations:

- Focuses on managing the procurement process for acquiring raw materials, production machines, and finished goods.
- Requires strategic planning to ensure a smooth supply chain and meet production and customer demand.
- MonsoonSIM only supports average costing

Supplier Types:

- Learners interact with various suppliers to source materials and goods.
- Evaluating reliability for on-time delivery is crucial.
- Deals with suppliers quoting prices in foreign currency, allowing learners to understand the impact of currency fluctuations.

Inventory Management:

- Essential for avoiding stockouts, minimizing carrying costs, and optimizing production efficiency.
- Monitoring inventory levels, tracking consumption rates, and utilizing forecasting tools to ensure sufficient stock availability.

Quality Control:

- Able to perform quality control to verify that vendors deliver undamaged goods.

Re-order Points and Lead Time:

- Ensures timely procurement and prevents stock shortages.
- Consider supplier lead times and production schedules to determine optimal reorder points.

Supplier Performance:

- Monitoring and evaluating supplier performance for high-quality standards and on-time deliveries.
- Tracking metrics such as delivery accuracy, lead time adherence, product quality, and responsiveness.
- Addressing any supplier issues that arise.

Procurement Analytics:

- MonsoonSIM provides analytics tools to analyze procurement data and performance.
- Leveraging insights to identify cost-saving opportunities, optimize supplier relationships, and

enhance overall procurement effectiveness.

The Procurement module in MonsoonSIM offers learners a comprehensive simulation of procurement operations, covering supplier management, sourcing methods, inventory management, cost analysis, and risk management. By actively engaging in procurement decision-making, learners develop valuable skills in supplier evaluation, contract management, and strategic procurement planning.

Note: The complexity of this module is configurable by the facilitator. It is recommended to start with the default configuration and gradually increase the complexity as the facilitator sees fit. This allows for a customizable learning experience tailored to the participants' needs and skill levels.

Retail Module

The MonsoonSIM Retail module encompasses two types of retail businesses: simple retail and Fast Moving Consumer Goods (FMCG). This module provides learners with a comprehensive simulation of retail operations, including the unique characteristics and challenges associated with FMCG products. Here are the key features of the Retail module, incorporating both types of retail businesses:

Retail Sales Operations:

- The Retail module encompasses two types of retail businesses: simple retail and Fast Moving Consumer Goods (FMCG).
- Both types operate on a cash basis, without offering credit to customers.
- Pricing strategies, marketing efforts, competitor pricing, competitor marketing activities, and staff index influence sales performance.

Price Elasticity:

- Price elasticity affects sales volume, and learners must analyze it for each product category.
- Adjusting prices based on elasticity helps optimize sales performance.

Marketing Campaigns:

- Effective marketing campaigns are crucial for driving sales.
- Learners choose media and communication channels to reach their target audience.
- Analyzing campaign performance helps make data-driven adjustments.

Competitor Pricing and Stock Availability:

- Competitors' pricing strategies and stock levels impact sales.
- Monitoring and analyzing competitors' actions help adjust pricing and stock management.

Retail Store Management:

- Learners manage up to seven retail stores, including simple retail and FMCG.
- Learners can only rent store. Leaners are not able to purchase any store. To make it easier for learner's to understand, location can only be used as a Warehouse or a Retail Store
- Considerations include rental terms, fees, storage space, and overflow penalties.
- Efficient inventory management, stock replenishment, and store location optimization are essential for success.

FMCG Specifics:

FMCG Characteristics:

- FMCG products have expiration dates and come in batches.
- Learners manage stock levels to avoid wastage and ensure timely replenishment.

Staff Index:

- Maintaining a high staff index (ideally 100%) is crucial for excellent customer service and sales performance.

Holiday Impact:

- Holidays significantly affect sales in both simple retail and FMCG businesses.
- Learners adjust inventory management to meet increased holiday demand.

Business Intelligence:

- MonsoonSIM provides advanced tools, such as the Business Intelligence explorer, for sales analysis.
- Analyzing sales data helps identify trends, evaluate marketing initiatives, and make informed decisions.

Through the Retail module in MonsoonSIM, learners gain a comprehensive understanding of retail operations, including the nuances of managing both simple retail and FMCG businesses. By actively participating in decision-making processes and experiencing the consequences of their choices, learners can develop essential skills and knowledge related to pricing, marketing, inventory management, and sales strategies applicable to both retail types.

Note: The complexity of this module is configurable by the facilitator. It is recommended to start with the default configuration and gradually increase the complexity as the facilitator sees fit. This allows for a customizable learning experience tailored to the participants' needs and skill levels.

E-commerce Module

MonsoonSIM's E-commerce module offers a comprehensive operating model that empowers learners to engage in realistic online buying and selling experiences. Let's explore the key features of this module:

For Buyers:

Seamless Item Selection:

- Browse and explore the items available for sale in the Web Market. Simply click "Web Market" to access a wide range of products.

Initiating Purchases:

- When you find the desired item, click "We Buy" to initiate the purchase process. Specify the destination for the goods and trigger a Purchase Order

Escrow Account:

- When a web-buyer makes a purchase, the funds are securely held in an Escrow account, controlled by the web market. This ensures that the buyer's payment is protected until the order is successfully fulfilled.

Delivery and Rating:

- Sellers are expected to deliver the items within the promised timeframe. Upon receiving the goods, the system automatically assigns a rating to the seller based on their delivery time. Ratings range from 0 to 5 stars, reflecting the timeliness of the delivery.

Ratings and Control:

- As a buyer, you have no direct control over the rating process. The system assigns ratings based on delivery performance, ensuring a fair and objective evaluation.

For Sellers:

Listing Items for Sale:

- Access the Web Market and list the items you want to sell. Set the selling price, estimated delivery time, and other relevant details. Your listings will be visible in the seller section.

Sales Order Management:

- Upon receiving a purchase request, the system triggers a Sales Order. Allocate the goods accordingly and commit to delivering them within the agreed timeframe.

Delivery and Rating:

- Timely delivery is crucial for maintaining a positive seller rating. If the goods arrive late, the

system assigns a rating using a 5-star system. The seller's performance is evaluated objectively and fairly.

Becoming a Web Market Seller:

- To become a seller in the Web Market, search for a product you want to sell and explore available offers from buyers. You can also post your own items for sale, setting the selling price, estimated delivery time, and other relevant details.

Additional Features:

Order Cancellation:

- If the buyer experiences bankruptcy or fails to make the payment within a specified timeframe, the Sales Order will be automatically canceled. Similarly, if the seller neglects the accepted order for too long, the system cancels it.

Transparent Ratings:

- The seller's star rating, based on previous successful transactions, is visible to buyers. This rating serves as a reference when making purchase decisions, ensuring transparency and informed choices.

MonsoonSIM's E-commerce module immerses learners in realistic online buying and selling scenarios, fostering critical skills in supply chain management, timely delivery, and customer satisfaction. Embrace this transformative learning experience and unlock your potential in the world of e-commerce.

Note: The complexity of this module is configurable by the facilitator. It is recommended to start with the default configuration and gradually increase the complexity as the facilitator sees fit. This allows for a customizable learning experience tailored to the participants' needs and skill levels.

Forecast Module

The Forecast module in MonsoonSIM provides players with valuable insights into future trends and market conditions, allowing them to plan and execute their business strategies effectively. Here are some key aspects of the Forecast module:

Retail Market Demand Forecast:

- The module offers daily unit demand forecasts for each location in the game.
- These forecasts consider various factors such as pricing, marketing, price elasticity, and competitor behavior.
- Players can use the retail market demand forecast to make informed decisions about pricing, marketing campaigns, and inventory management.

B2B Market Demand Forecast:

- The module provides forecasts for business-to-business (B2B) market demand.
- Players can rely on these forecasts to plan their B2B strategies, including sales, procurement, and production decisions.
- The B2B market demand forecast helps players understand the potential demand for their products or services from other businesses.

Currency Exchange Forecast:

- The module includes forecasts for currency exchange rates.
- Players can utilize these forecasts to analyze and anticipate currency market fluctuations.
- This information is crucial for managing international transactions, evaluating the profitability of exports and imports, and optimizing foreign exchange operations.

Central Bank Rate Forecast:

- The module provides forecasts for central bank interest rates.
- Players can monitor these forecasts to anticipate changes in monetary policies and interest rates.
- This information helps players make informed decisions related to borrowing, investments, and financial planning.

The Forecast module aims to provide reasonably accurate predictions to help players plan their business strategies. By leveraging these forecasts, players can anticipate market trends, adjust their operations accordingly, and gain a competitive edge in the game.

It's important to note that the accuracy of the forecasts may vary depending on the complexity of the market dynamics and the influence of various factors within the game environment. Nonetheless, the Forecast module serves as a valuable tool for players to analyze trends, make informed decisions, and enhance their overall business performance in MonsoonSIM.

Note: The complexity of this module is configurable by the facilitator. It is recommended to start with the default configuration and gradually increase the complexity as the facilitator sees fit. This allows for a customizable learning experience tailored to the participants' needs and skill levels.

Marketing (MKT) Module

#b2bmarketing #marketing #retailmarketing

The Marketing module in MonsoonSIM focuses on enhancing

- retail sales
- b2b or wholesales sales

There are 3 types of consumer in MonsoonSIM

- seniors
- adults
- juniors

When marketing is in play, you can see the population demography for each of the location when you rent a store or when you are making your daily marketing investment

For the B2B, the populations are the sum of all the consumers for each of the location within the locales

NOTE: One of the marketing media is most effective for one type of consumers.

Take a simple example:

- The three marketing media are configured as : Radio, LinkedIn and Instagram respectively
- Population demography for Los Angeles :
    - Seniors = 4 millions
    - Adults = 2 millions
    - Juniors = 3 millions
- Population demography B2B, adding up all the populations from all the locations in the U.S.A,
    - Seniors = 10 millions
    - Adults = 20 millions
    - Juniors = 30 millions
- In this case, Radio is suitable for Senior, hence, Radio is best for Los Angeles while nationwide (B2B), one would choose Instagram since there are more Juniors

Marketing Investment

- Players have the opportunity to invest in marketing campaigns to drive retail sales.
- To initiate a marketing investment, players need to submit a Purchase Requisition (PR) through the Purchasing department.
- There are multiple marketing media or channels available for players to choose from.
- Each marketing media option offers a different Return on Investment (ROI) that influences the effectiveness of the marketing campaign.
- It's important for players to carefully analyze the ROIs and select the media that aligns with their objectives and target audience.

Media Effectiveness and Specialization:

- Different marketing media may have varying levels of effectiveness for different products or

areas.
- The module incorporates demographic preferences, such as Media A being favored by seniors, Media B by juniors, and Media C by adults.
- Players should consider the characteristics of each media option, such as reach, audience demographics, and cost, to make informed decisions about their marketing strategy.

Market Intelligence:

- The Marketing module provides players with access to market intelligence reports that offer valuable insights into the retail sales market.
- These reports contain data collected from all players, allowing players to compare their performance against market benchmarks.
- Market intelligence reports may include information on market share, sales performance, pricing analysis, and competitive positioning.
- By leveraging market intelligence, players can gain a better understanding of the market landscape and adjust their marketing strategies accordingly.

Marketing Expenses:

- Marketing spendings are considered expenses in the game.
- Players should manage their marketing budget wisely and allocate resources effectively to achieve the desired impact.
- Monitoring the ROI of marketing investments and analyzing the resulting sales performance can help players optimize their marketing expenses.

Staff Index:

- The effectiveness of marketing activities is influenced by the Staff Index, which represents the competence and performance of the team.
- Maintaining a high Staff Index is crucial to maximize the impact of marketing efforts.
- Players should prioritize staff development and ensure that their team is equipped with the necessary skills to execute successful marketing campaigns.

The Marketing module in MonsoonSIM provides players with the opportunity to strategize and implement marketing campaigns to drive retail sales. By analyzing market intelligence, selecting the appropriate marketing media, managing expenses effectively, and maintaining a high Staff Index, players can optimize their marketing efforts and achieve greater success in the game.

Note: The complexity of this module is configurable by the facilitator. It is recommended to start with the default configuration and gradually increase the complexity as the facilitator sees fit. This allows for a customizable learning experience tailored to the participants' needs and skill levels.

Warehouse and Logistics Module

The Warehouse & Logistics module in MonsoonSIM focuses on managing warehouses, inventory, and the logistics of shipping goods. Here are the key aspects of the module:

Warehouse Rental:

- Warehouses have lower rental fees compared to retail stores.
- Rental terms can be daily, 7-day contract with auto-renewal, or 30-day contract with auto-renewal.
- Rental fees may fluctuate, and learners are encouraged to secure longer contracts when rental rates are low.
- To make it easier for learner's to understand, location can only be used as a Warehouse or a Retail Store

Warehouse Functions:

- Warehouses serve multiple purposes, including storage for finished goods, raw materials, and production machines.
- They are also used to store stocks allocated for shipment or replenishment and perform maintenance on machines.
- The entire production process can take place within the warehouse.
- In the context of FMCG (Fast-Moving Consumer Goods), there are additional functionalities related to storage and loading zones.
- MonsoonSIM only supports average costing

Automatic Replenishment:

- Players can set up automatic replenishment using minimum stock trigger points and shipment quantity.
- This ensures that inventory levels are maintained and goods are available for shipment or production as needed.

Shipment and Logistics:

- All shipments are assumed to be provided by third-party logistics companies.
- Goods are fully allocated before shipment commences.
- The delivery time depends on the distance between the source and destination.
- Fixed and variable costs are associated with the delivery, which are recorded as expenses in the accounting system.

Staff Index and Efficiency:

- The speed of product allocation for shipment depends on the Staff Index.
- Maintaining a high Staff Index (100%) is important to optimize warehouse operations and ensure efficient order fulfillment.

Business Intelligence Analysis:

- Players can analyze sales performance and gather other valuable insights through the Business

Intelligence explorer.

- This information helps in making informed decisions regarding inventory management, logistics, and overall business strategy.

Shipping and Stock Movement Costs:

- The cost of shipping to B2B customers is determined by factors such as distance, shipper, and volume of goods.
- Similarly, the cost of stock movement is influenced by distance, shipper, and volume.

The Warehouse & Logistics module provides players with the tools to manage warehouses, optimize inventory, and handle the logistics of shipping goods. By effectively utilizing warehouse space, implementing automatic replenishment, and maintaining a high Staff Index, players can streamline their operations, meet customer demands, and control costs. Analyzing sales performance and monitoring shipping and stock movement costs further supports informed decision-making in the game.

Note: The complexity of this module is configurable by the facilitator. It is recommended to start with the default configuration and gradually increase the complexity as the facilitator sees fit. This allows for a customizable learning experience tailored to the participants' needs and skill levels.

Wholesales (B2B) Module

The B2B module in MonsoonSIM focuses on facilitating business-to-business transactions, enabling teams to engage in strategic negotiations, secure deals, and manage the entire sales order fulfillment process. Here are the key aspects of this module:

Multiple Corporate Clients:

- Within the MonsoonSIM ecosystem, numerous corporate clients are actively seeking to purchase your products. They express their interest through two types of offers: straight deals and bidding/tendering.

Straight Deal Efficiency:

- In the case of a straight deal, it operates on a first-come-first-get basis. The deal's price and terms are clearly specified, leading to the automatic creation of a Sales Order (SO). Once created, the SO cannot be canceled and must be fulfilled within the specified delivery time to avoid late penalties.

Competitive Bidding:

- For bidding/tendering, teams compete by submitting bid prices before the bid announcement day. The winning bidder is determined based on the lowest price. The bid outlines the required goods, delivery date, late penalty, and other conditions. In case of equal bids, the first team to bid secures the deal. The winner's bid creates an SO, while the others are considered canceled. Some bids require a minimum number of bidders to proceed; otherwise, they are canceled for all participants.

Fulfilling Sales Orders:

- To fulfill an SO, teams have several options:
    - Utilize existing unallocated stocks.
    - Outsource procurement from finished goods vendors.
    - Procure raw materials and manufacture products.
    - Move stocks from retail stores back to the warehouse for shipment.

Stock allocation occurs as soon as unallocated stock becomes available. Partial deliveries are not supported, and shipment takes place only when all products for sales are fully allocated. If retail store stocks are required, they must be moved to the warehouse before allocation. The effectiveness of stock allocation is influenced by the Staff Index, emphasizing the importance of maintaining a 100% index.

Business Intelligence and Analysis:

- MonsoonSIM provides a Business Intelligence explorer, empowering players to analyze sales performance and gather valuable insights. By leveraging this tool, teams can make informed decisions, optimize strategies, and maximize business potential.

Payment and Account Receivables:

- Payment for B2B deals depends on the specified terms. Once goods are delivered, an Account Receivables entry is automatically triggered in the Accounting system. When the payment date arrives, the client pays, and the Account Receivables entry is reversed.

Client Credit Rating:

- Clients in the B2B module have a Credit Rating parameter, initially set as AAA. Ratings range from AAA to BBB, CCC, DDD, or Random. As the rating moves towards DDD, profit margins offered in B2B deals, bids, and service offers increase. However, the likelihood of late payments and difficulties in collecting money also rise. This dynamic factor impacts cash flow when Accrual is enabled, emphasizing the importance of prompt payments.

MonsoonSIM's B2B module transforms corporate transactions by streamlining processes, fostering competitiveness, and providing valuable insights. Embrace this powerful tool to optimize your business strategy, drive growth, and thrive in the dynamic world of commerce.

Note: The complexity of this module is configurable by the facilitator. It is recommended to start with the default configuration and gradually increase the complexity as the facilitator sees fit. This allows for a customizable learning experience tailored to the participants' needs and skill levels.

Production Module

MonsoonSIM's Production module empowers learners to experience the intricacies of managing production operations and optimizing manufacturing processes. Let's delve into the key aspects of this module that revolutionize the world of production:

Machine-driven Production:

- Production requires the utilization of machines, with various types available for selection. Each machine has limited capacity, expressed as "Per Product Per Day." As soon as sufficient raw materials are available, production begins.

Bill of Materials (BOM) Structure:

- The BOM structure outlines the components of raw materials required to create a single product. By adhering to the BOM, learners ensure accurate and efficient production processes.

Warehouse Storage:

- Upon completion, finished goods are automatically stored in the warehouse, ready for distribution or further processing.

Machine Maintenance and Degradation:

- To maintain optimal performance, production machines require regular maintenance. Failure to maintain machines results in degradation, leading to reduced production capacity. Depreciation of machines follows the straight-line model.

Asset Disposal:

- If necessary, machines can be disposed of. MonsoonSIM provides proper bookkeeping tools in the Accounting module to record asset disposal accurately.

Production Priority:

- Learners can define the priority of products to be produced, enabling strategic decision-making and efficient resource allocation.

Staff Index Impact:

- The effectiveness of stock production is influenced by the Staff Index. Maintaining a Staff Index of 100% ensures maximum productivity and operational efficiency.

Business Intelligence Analysis:

- Leveraging the Business Intelligence explorer, players can analyze sales performance and gather valuable insights to make informed business decisions.

MonsoonSIM's Production module immerses learners in realistic manufacturing scenarios, empowering

them to optimize production processes, manage resources effectively, and enhance overall operational performance.

Note: The complexity of this module is configurable by the facilitator. It is recommended to start with the default configuration and gradually increase the complexity as the facilitator sees fit. This allows for a customizable learning experience tailored to the participants' needs and skill levels.

MRP (Material Requirement Planning) Module

MonsoonSIM's MRP (Material Requirements Planning) module revolutionizes the way learners manage material planning and procurement processes. Let's explore the key aspects of this module, enabling efficient inventory management and ensuring smooth supply chain operations:

Demand Calculation:

- The MRP module calculates demand based on various factors, including committed outgoing shipments to retail stores, sales orders, and buffer stock settings. It accurately determines the quantity of products or raw materials required to meet customer demand.

Supply Calculation:

- Supply is calculated by considering factors such as stock on hand, raw materials on hand, committed purchase orders, and incoming shipments from retail stores. By evaluating the current supply situation, the MRP module ensures accurate procurement planning.

Purchase Requisition Generation:

- Based on the shortfall of products or raw materials, the MRP module generates purchase requisitions (PR). These PRs detail the quantity of finished goods or raw materials needed to bridge the supply-demand gap.

Make vs. Outsource Decision:

- The MRP module provides the flexibility to define the percentage of stock to be produced in-house versus outsourced. This setting determines whether the MRP suggests purchasing finished goods or raw materials for production.

Streamlined Procurement Process:

- By utilizing the MRP module, learners can optimize their procurement processes. Purchase requisitions provide a clear overview of the required materials, streamlining the procurement workflow.

Cancellation of Pending Purchase Requisitions:

- Every time the MRP is executed, all pending purchase requisitions (unapproved purchase orders) are automatically canceled. This ensures that the procurement plan remains up-to-date and aligned with the latest demand and supply information.

MonsoonSIM's MRP module empowers learners to effectively manage material requirements, optimize procurement strategies, and ensure smooth supply chain operations.

Note: The complexity of this module is configurable by the facilitator. It is recommended to start with the default configuration and gradually increase the complexity as the facilitator sees fit. This allows for a customizable learning experience tailored to the participants' needs and skill levels.

Maintenance Module

MonsoonSIM's Maintenance module empowers learners to effectively manage and optimize equipment maintenance, ensuring high performance and reliability in production processes. Let's delve into the key aspects of this module, enabling learners to maintain their assets at their best state:

Machine Degradation:

- Machines within the MonsoonSIM ecosystem degrade proportionally to their usage. This degradation directly impacts production output, emphasizing the importance of proper maintenance practices.

Work Order Execution:

- Maintenance work is executed through work orders, which address the upkeep and repair of machines. These work orders aim to enhance equipment health, performance, and overall production output.
- Production may be impacted when work order is being carried out

Overall Equipment Efficiency (OEE):

- The state of each machine is measured using the concept of Overall Equipment Efficiency (OEE). OEE combines three factors: Availability, Performance, and Quality. A 100% OEE indicates that the machine is operating at its optimal state of health.

Types of Maintenance:

- MonsoonSIM offers two types of maintenance approaches: periodic (preventive) and predictive (conditional) maintenance

- Periodic Maintenance: This type involves performing maintenance work at fixed intervals, regardless of the machine's current health. Each periodic maintenance session incurs a fixed fee and improves the overall health of the asset, consequently enhancing production output.
- Predictive Maintenance: Predictive maintenance relies on physical sensors installed on the assets. These sensors monitor the availability, performance, and quality of the machine. The sensors provide real-time feedback through color codes, indicating the machine's state. Green signifies optimal performance, yellow indicates suboptimal performance, orange implies degradation requiring attention, and red signifies severe problems necessitating immediate maintenance.

Effective Work Order Management:

- Work orders, encompassing both periodic and predictive maintenance tasks, play a crucial role in asset upkeep. Learners can efficiently manage and execute work orders, ensuring timely maintenance and optimal equipment performance.

Staff Index Impact:

- The effectiveness of maintenance work is influenced by the staff index. Maintaining a staff index

of 100% is essential for achieving efficient and productive maintenance operations.

Breakdown Management:

- In the event of a machine breakdown, regular maintenance procedures are insufficient. Major repairs, known as overhauls, are required to restore the machine's functionality. Overhauls demand additional time and resources compared to routine maintenance activities.

MonsoonSIM's Maintenance module equips learners with the tools and insights needed to effectively manage equipment maintenance, maximize productivity, and make informed decisions based on valuable business intelligence.

Note: The complexity of this module is configurable by the facilitator. It is recommended to start with the default configuration and gradually increase the complexity as the facilitator sees fit. This allows for a customizable learning experience tailored to the participants' needs and skill levels.

Human Capital Management (HCM) Module

The MonsoonSIM HCM module enables learners to strategically manage their workforce, ensuring the right employees are in the right positions at the right time. This module encompasses various aspects of human resources, emphasizing the importance of competency, staff index, turnover ratio, and the impact of personalities. Let's explore the key features of this module:

Staff Index Calculation:

- The Staff Index is a critical concept in HCM and is calculated as the multiplication of the Headcount Index and Competency Index. It represents the overall effectiveness of the workforce. Maintaining a Staff Index of 100% is essential for optimal performance.

Competency and Headcount:

- Competency refers to the skills and knowledge possessed by employees, while headcount represents the number of staff available in a department. Both factors contribute to the Staff Index, highlighting the significance of having competent employees in adequate numbers.

Employee Turnover Ratio:

- The Employee Turnover Ratio measures the rate at which employees resign or are dismissed over time. Calculating this ratio provides insights into workforce stability and the impact of turnover on department performance.

Complaints and Consequences:

- Inadequate Staff Index or competency levels can lead to complaints from vendors, customers, or co-workers. These complaints may result in negative consequences such as higher prices, reduced business opportunities, increased stress, and potential resignations.

Personality Assessment:

- Departments require staff with specific personality traits to ensure a harmonious work environment. The OCEAN factors (Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism) capture different personality dimensions. Personality tests can help identify suitable candidates for specific positions.

Personality-Position Alignment:

- Matching employee personalities to job requirements is crucial for reducing stress and maximizing productivity. Transferring employees to departments that align with their personalities can enhance job satisfaction and performance.

Stress and Work Issues:

- Employees with high Neuroticism scores are more prone to developing work issues and potential resignations under stress. Identifying and managing stress factors can help retain valuable employees and maintain a stable workforce.

Recruitment and Retention Strategies:

- Effective recruitment strategies consider both competency and personality profiles. Investing in training and development programs can enhance employee competencies. Counseling and support can reduce the likelihood of resignations but are not guaranteed in all cases.

MonsoonSIM's HCM module enables learners to analyze workforce performance and leverage valuable business intelligence to make informed decisions regarding recruitment, training, retention, and employee well-being.

Note: The complexity of this module is configurable by the facilitator. It is recommended to start with the default configuration and gradually increase the complexity as the facilitator sees fit. This allows for a customizable learning experience tailored to the participants' needs and skill levels.

Service Management (SRV) Module

The MonsoonSIM Service Management module focuses on effectively managing service requests, bidding processes, resource allocation, and client relationships. It enables learners to optimize service delivery, handle complaints, and evaluate client credit ratings. Let's explore the key features of this module:

Request for Quotation (RFQ):

- Clients submit RFQs specifying their service requirements, including man-days needed, maximum price, delivery date, quotation announcement day, penalty for late delivery, and skillset requirements.

Bidding and Quotation:

- Teams submit quotations for the RFQ, competing based on price. Quotations with mismatched skillsets are declined. The client announces the winning bidder and awards a Sales Order (SO) to the successful team.

Resource Scheduling and Delivery:

- The winning team schedules the man-days as per the RFQ and blocks their resources' calendars accordingly. Payment is made upon completion of the job.

Resource Resignation:

- If a resource assigned to a job resigns before completing the promised man-days, the company has 15 days to fulfill the delivery. Failure to do so results in the cancellation of the SO without payment obligation from the client.

Complaints and Consequences:

- Complaint Handling:
    - Complaints from clients, vendors, or co-workers may arise when a department's staff index falls below 100%. Complaints should be addressed promptly to minimize negative consequences.
- Consequences of Unresolved Complaints:
    - Unaddressed complaints can lead to more severe consequences, such as vendors increasing prices, clients reducing business, and co-workers experiencing dissatisfaction that may result in issues and resignations.

Resource Availability and Delivery Problems:

- Assigning a resource to multiple jobs simultaneously can lead to delivery problems. If a resource is double-booked and cannot fulfill a commitment, the bid associated with that resource will be canceled, and no payment will be received.

Client Credit Rating:

- Clients are assigned a Credit Rating parameter, initially set to AAA. Other rating options include BBB, CCC, DDD, and Random. The Random rating can change between AAA, BBB, CCC, or DDD at any time.

Credit Rating Characteristics:

- Clients with lower credit ratings (closer to DDD) may offer higher profit margins but pose a higher risk of late payment, potentially impacting cash flow when using accrual accounting.

MonsoonSIM's Service Management module empowers learners to analyze service performance, manage client relationships, address complaints promptly, and consider credit ratings when making business decisions.

Note: The complexity of this module is configurable by the facilitator. It is recommended to start with the default configuration and gradually increase the complexity as the facilitator sees fit. This allows for a customizable learning experience tailored to the participants' needs and skill levels.