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Keyword Learning Objective GO

DISCIPLINES PRODUCTS PCL & CASE METHOD

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SITEMAP

DISCIPLINES
Accounting
Business Ethics
Business & Government Relations
Economics
Entrepreneurship

International Business
Marketing
Negotiation
Operations Management
Organizational Behavior
Sales

PRODUCTS
Cases
Books/Chapters
Simulations
Online Courses

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Business Course Materials - x

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DISCIPLINES PRODUCTS PCL & CASE METHOD

WELCOME, Doug (sign out)

MY COURSES

- My Courses
- Manage My Account
- My Cart

TEACHING RESOURCES

DISCIPLINES

- Accounting
- Business Ethics
- Economics
- Entrepreneurship
- Finance
- General Management
- Human Resource Management
- Information Technology
- International Business
- Marketing
- Negotiation
- Operations Management
- Organizational Behavior
- Sales
- Service Management
- Social Enterprise
- Strategy

LEVELS

GUIDES

BRIEF CASES

Teaching with Simulations

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My Library

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My Library

- All Materials
- Courses (C)
 - Jan 2011 Exec Ed
- Manage My Account
- Customer Service

Courses

Title	Course Period	Last Updated	Status
Jan 2011 Exec Ed	Jan 04, 2011 to Jul 04, 2011	Jan 04, 2011	Active

Click the course name

Starting the Simulation

My Library

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Do you want Google Chrome to save your password? Save password Never for this site

Welcome, Doug (sign out)

My Library

- All Materials
- Courses (C)
 - Jan 2011 Exec Ed
- Manage My Account
- Customer Service

Course: Jan 2011 Exec Ed

Course View

This is a list of the course materials your professor has assigned.
For materials in PDF, click **View PDF**.
For e-Learning products, click the link to open that item in your browser.

Status: Active Created: Dec 28, 2010
Course Number: Last Update: Jan 04, 2011
Start Date: Jan 04, 2011 End Date: Jul 04, 2011
Professor Name: Dr. Jarrod Goentzel

Content

SIMULATION
Global Supply Chain Management Simulation
English Web Based HTML | 6107-HTM-ENG
Added On Jan 05, 2011
Purchased On Dec 28, 2010
Expires On: Dec 28, 2011

Show Details

Run Simulation

Click "Run Simulation"

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Prior to the Course, You Can Download the Manual

A screenshot of a web browser window showing the 'Global Supply Chain Management Simulation' page. The page title is 'Global Supply Chain Management Simulation' and it features the 'enspire learning' logo. The main content area says 'Welcome to the GSCMS Simulation' and 'Your instructor has not yet enabled access to the simulation. Please return later.' Below this is a blue link that says 'Click here to download the Simulation Manual.' The browser's address bar shows 'hbp.enspire.com/sso/prepare'.

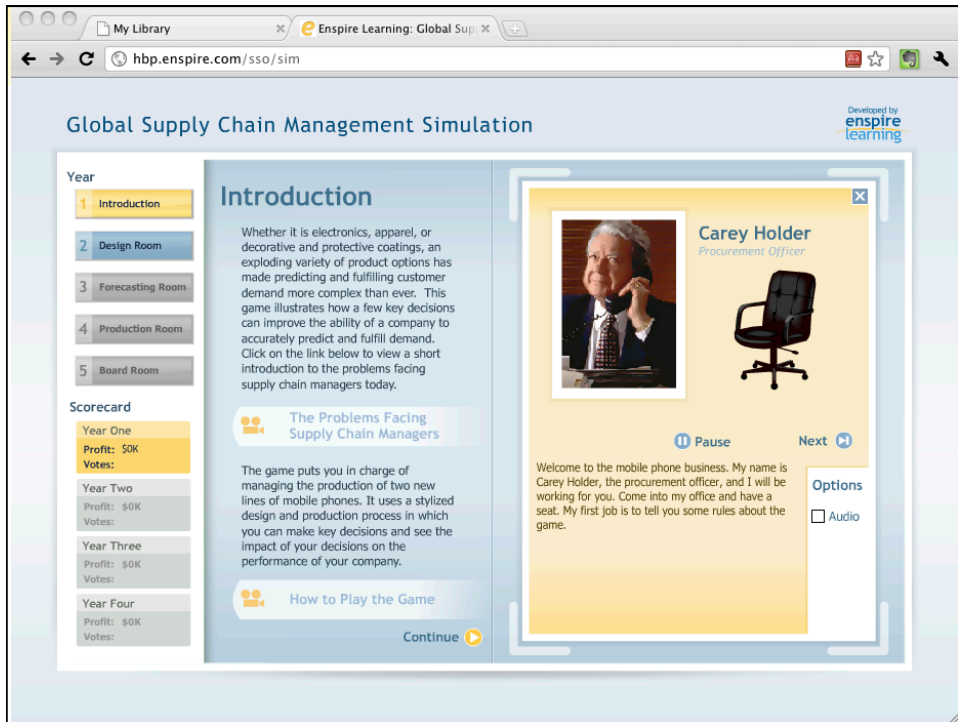
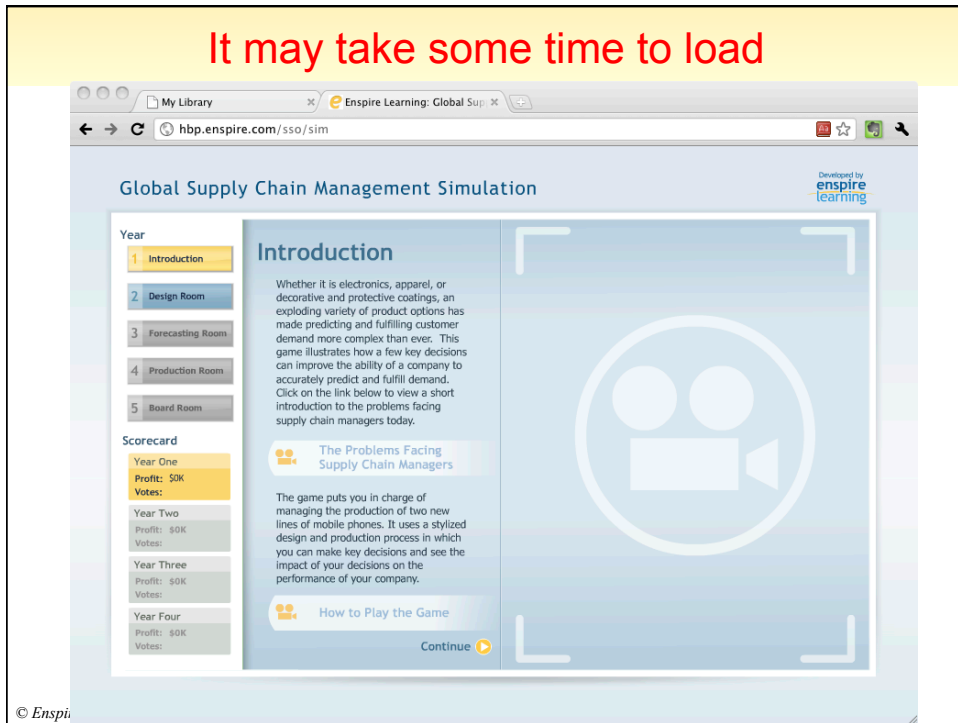
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Now You Can Play

A screenshot of the 'Global Supply Chain Management Simulation' page, now showing the 'Launch the Simulation' link. A green callout box with a pointer to the link contains the text: 'Click "Launch the Simulation" Make sure Adobe Flash is enabled'. The page also includes the 'Click here to download the Simulation Manual.' link. The browser's address bar shows a URL with user ID and name information.

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It may take some time to load



My Library Enspire Learning: Global Sup...
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Global Supply Chain Management Simulation

Developed by **enspire learning**

Year

- 1 Introduction
- 2 **Design Room**
- 3 Forecasting Room
- 4 Production Room
- 5 Board Room

Scorecard

Year One
 Profit: \$0K
 Votes:

Year Two
 Profit: \$0K
 Votes:

Year Three
 Profit: \$0K
 Votes:

Year Four
 Profit: \$0K
 Votes:

Design Room

Each year, you will produce two new models of cell phones, Model A and Model B. Before you begin production, you will need to finalize a design for the two cell phone models.

Click on the link below to meet your design and forecasting team and hear what they have to say about the models and options.

Meet the Team

To summarize, you will be given four options that you can include in your design. To assist you, each member of your forecasting team will give you an individual opinion about each option and an estimate of its impact on demand. Then the team will develop a consensus forecast for each option.

Enter Design Room

Back

Click "Enter Design Room"

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Year Three
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 Votes:

Year Four
 Profit: \$0K
 Votes:

Select Option

To select an option, click on the white fields to the left of the text

WiFi
 View Discussion

Color
 View Discussion

Stylish
 View Discussion

Infrared
 View Discussion

Submit Options

Estimated Model Demand Without Options, Monthly Units (K)

Forecaster	Tim	Stacey	Joe	Isabelle	Yi	Ruth	Consensus
Model A	63	54	64	59	64	56	63
Model B	36	18	38	28	38	22	33

Estimated Impact Of Selected Options on Demand (K)*

* Impact of option is same for both models

Monthly Impact Est.

Tim: 0 K
 Stacey: 0 K [View Graph For Model A](#)
 Joe: 0 K
 Isabelle: 0 K [View Graph For Model B](#)
 Yi: 0 K
 Ruth: 0 K
 Consensus: 0 K

Estimated Impact of Selected Options on Per-unit Profit (\$)

	Base Model A	Base Model B	Impact Per Unit *	Model A with option	Model B with option
Price	\$ 200	\$ 240	\$ 0	\$ 200	\$ 240
Cost	\$ 130	\$ 150	\$ 0	\$ 130	\$ 150
Profit	\$ 70	\$ 90	\$ 0	\$ 70	\$ 90

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Global Supply Chain

Year

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Scorecard

Year One
Profit: \$0K
Votes:

Year Two
Profit: \$0K
Votes:

Year Three
Profit: \$0K
Votes:

Year Four
Profit: \$0K
Votes:

WiFi
View Discussion

Color
View Discussion

Stylish
View Discussion

Infrared
View Discussion

Submit Options →

Estimated Impact Of Selected Options on Demand (K)*
* Impact of option is same for both models

Monthly Impact Est.

Tim: 8 K
Stacey: -10 K
Joe: 9 K
Isabelle: -11 K
Yi: -8 K
Ruth: 6 K
Consensus: -1 K

Demand Forecast - Model A (K / month)

Without options	With options
Tim	63
Stacey	54
Joe	64
Isabelle	59
Yi	64
Ruth	56
Consensus	63
Average	60
Standard Dev.	12

Estimated Profit (\$)

Price: 280
Profit: 185
95

You can toggle any combination of options and see the impact. You can choose any, all, or no options. The options apply to both phones.

Don't spend too much time trying to predict consumer behavior based on previous years or your own preferences. You are not in Marketing.

Click "Submit Options"

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Global Supply Chain Management Simulation

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Votes:

Year Three
Profit: \$0K
Votes:

Year Four
Profit: \$0K
Votes:

Forecasting Room

Congratulations, the design options for the two mobile phone lines have been specified. You will now have to predict the total demand for each product line.

Your forecasting team members have come up with a consensus for what they believe demand will be for the mobile phone lines.

However, the board of your company is interested in your personal estimates as well.

The numbers you will forecast after entering the forecasting room will not affect your production schedule, but they will help you later as you determine where and how to source your products.

Enter Forecasting Room

Back

Forecasting Room

	Model A	Model B
Unit Price	\$ 240	\$ 280
Unit Cost	\$ 185	\$ 185
Unit Profit	\$ 75	\$ 95

Unit Data with Options as Chosen*

Markdown Price* \$148.5 \$ 55.5
Monthly holding cost \$ 3.3 \$ 3.7

Monthly Estimated Demand May-Dec.

	Model A	Model B	Model A:
Tim	71 K	44 K	Average: 59 K
Stacey	44 K	8 K	Std.Dev.: 12 K
Joe	73 K	47 K	
Isabelle	48 K	17 K	
Yi	56 K	30 K	Model B:
Ruth	62 K	28 K	Average: 29 K
Consensus	62 K	32 K	Std.Dev.: 15 K

Enter Your Demand Estimates*

Model A: 62 K Model B: 32 K Submit

* This is your forecast for the month of December through

Click "Submit"

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Scorecard

- Year One: Profit: \$0K, Votes: []
- Year Two: Profit: \$0K, Votes: []
- Year Three: Profit: \$0K, Votes: []
- Year Four: Profit: \$0K, Votes: []

Production Room

Choose the suppliers that you want to engage below

Supplier	Lead Time	Capacity	Set-up Cost	Unit Cost
FarFar Away	4 mth	60 K	\$ 1000 K	\$ 165 / \$ 185
Far Away	3 mth	60 K	\$ 2000 K	\$ 165 / \$ 185
Pretty Close	0 mth	35 K	\$ 1000 K	\$ 175 / \$ 195
Ve-Ri-Fas	0 mth	40 K	\$ 2000 K	\$ 175 / \$ 195

Toggle to select a supplier

Projections

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Model A Product Receipt (K)	0	0	0	0	0	0	0	0	0	0	0	0
Est. / Actual Demand (K)*	0	0	0	0	62	62	62	62	62	62	62	62
Est. / Actual Inventory (K)*	0	0	0	0	-62	-62	-62	-62	-62	-62	-62	-62
Model B Product Receipt (K)	0	0	0	0	0	0	0	0	0	0	0	0
Est. / Actual Demand (K)*	0	0	0	0	32	32	32	32	32	32	32	32
Est. / Actual Inventory (K)*	0	0	0	0	-32	-32	-32	-32	-32	-32	-32	-32

*Numbers are estimates for months preceding the current month

Carey Holder
Procurement

Please tell me how much you would like to order from this supplier:

Model A K / month

Model B K / month

Next

Carey Holder
Procurement

Please tell me when you would like to start production for this supplier:

Back Next

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Scorecard

Year One
Profit: \$0K
Votes:

Year Two
Profit: \$0K
Votes:

Year Three
Profit: \$0K
Votes:

Year Four
Profit: \$0K
Votes:

Choose the suppliers that you want to engage below

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Lead Time	Capacity	Set-up Cost	Unit Cost
FarFar Away <input checked="" type="checkbox"/> Change	Model A	0	40	40	40	40	40	40	40				4	60	\$ 1000	\$ 165
	Model B	0	20	20	20	20	20	20	20					K	K	\$ 185
Far Away <input type="checkbox"/>													3	60	\$ 2000	\$ 165
														K	K	\$ 185
Pretty Close <input type="checkbox"/>													0	35	\$ 1000	\$ 175
														K	K	\$ 195
Ve-Ri-Fas <input type="checkbox"/>													0	40	\$ 2000	\$ 175
														K	K	\$ 195

Projections

Model A

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Product Receipt (K)	0	0	0	0	0	40	40	40	40	40	40	40
Est. / Actual Demand (K)*	0	0	0	0	62	62	62	62	62	62	62	62
Est. / Actual Inventory (K)*	0	0	0	0	-62	-22	-22	-22	-22	-22	-22	-22

Model B

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Product Receipt (K)	0	0	0	0	0	20	20	20	20	20	20	20
Est. / Actual Demand (K)*	0	0	0	0	32	32	32	32	32	32	32	32
Est. / Actual Inventory (K)*	0	0	0	0	-32	-12	-12	-12	-12	-12	-12	-12

*Numbers are estimates for months preceding the current month

ADVANCE ONE MONTH →

You can click "Change" (no fee yet)

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Year

- 1 Introduction
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- 5 Board Room

Scorecard

Year One
Profit: \$0K
Votes:

Year Two
Profit: \$0K
Votes:

Year Three
Profit: \$0K
Votes:

Year Four
Profit: \$0K
Votes:

Choose the suppliers that you want to engage below

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Lead Time	Capacity	Set-up Cost	Unit Cost
FarFar Away <input checked="" type="checkbox"/> Change	Model A	40	40	40	40	40	40	40	40				4	60	\$ 1000	\$ 165
	Model B	20	20	20	20	20	20	20	20					K	K	\$ 185
Far Away <input type="checkbox"/>													3	60	\$ 2000	\$ 165
														K	K	\$ 185
Pretty Close <input type="checkbox"/>													0	35	\$ 1000	\$ 175
														K	K	\$ 195
Ve-Ri-Fas <input type="checkbox"/>													0	40	\$ 2000	\$ 175
														K	K	\$ 195

Projections

Model A

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Product Receipt (K)	0	0	0	0	40	40	40	40	40	40	40	40
Est. / Actual Demand (K)*	0	0	0	0	62	62	62	62	62	62	62	62
Est. / Actual Inventory (K)*	0	0	0	0	-22	-22	-22	-22	-22	-22	-22	-22

Model B

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Product Receipt (K)	0	0	0	0	20	20	20	20	20	20	20	20
Est. / Actual Demand (K)*	0	0	0	0	32	32	32	32	32	32	32	32
Est. / Actual Inventory (K)*	0	0	0	0	-12	-12	-12	-12	-12	-12	-12	-12

*Numbers are estimates for months preceding the current month

ADVANCE ONE MONTH →

Starting production earlier... means you receive it earlier

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Year

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- 5 Board Room

Scorecard

- Year One: Profit: \$0K, Votes: []
- Year Two: Profit: \$0K, Votes: []
- Year Three: Profit: \$0K, Votes: []

Production Room

Choose the suppliers that you want to engage below

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Lead Time	Capacity	Set-up Cost	Unit Cost
FarFar Away <input checked="" type="checkbox"/> Change	Model A	40	40	40	40	40	40	40					4 mth	60 K	\$ 1000 K	\$ 165
	Model B	20	20	20	20	20	20	20								\$ 185
Far Away <input checked="" type="checkbox"/> Change	Model A	0	12	12	12	12	12	12	12				3 mth	60 K	\$ 2000 K	\$ 165
	Model B	0	5	5	5	5	5	5	5							\$ 185
Pretty Close <input checked="" type="checkbox"/> Change	Model A	0	0	0	0	10	10	10	10	10	10	10	0 mth	35 K	\$ 1000 K	\$ 175
	Model B	0	0	0	0	7	7	7	7	7	7	7				\$ 195
Ve-Ri-Fas <input type="checkbox"/> Change	Model A	0	0	0	0	0	0	0	0	0	0	0	0 mth	40 K	\$ 2000 K	\$ 175
	Model B	0	0	0	0	0	0	0	0	0	0	0				\$ 195

Projections

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Model A												
Product Receipt (K)	0	0	0	0	62	62	62	62	62	62	62	62
Est. / Actual Demand (K)*	0	0	0	0	62	62	62	62	62	62	62	62
Est. / Actual Inventory (K)*	0	0	0	0	0	0	0	0	0	0	0	0
Model B												
Product Receipt (K)	0	0	0	0	32	32	32	32	32	32	32	32
Est. / Actual Demand (K)*	0	0	0	0	32	32	32	32	32	32	32	32
Est. / Actual Inventory (K)*	0	0	0	0	0	0	0	0	0	0	0	0

*Numbers are estimates for months preceding the current

ADVANCE ONE MONTH →

When you are ready, click "Advance One Month"



Carey Holder
Procurement

Are you sure you want to start production? Remember, you can choose your suppliers only in January. Once production has started, you cannot switch suppliers!!!

YES
NO

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Carey Holder
Procurement

Each month, I will update the demand estimate and projected inventory numbers for the rest of the year with new numbers based on the average of the actual data that we have observed.

I will put some exclamation points below the inventory numbers whenever demand exceeds supply. I'll put anywhere from one to three exclamation points below the numbers, depending on the severity of the stockout that we are experiencing.

Scorecard

Year One
Profit: \$0K
Votes:

Year Two
Profit: \$0K
Votes:

Year Three
Profit: \$0K
Votes:

Year Four
Profit: \$0K
Votes:

Time Window advances

Nothing much happens before demand kicks in. Click "Advance One Month"

Do take note of the tabs with more information in this corner.

Model	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Lead Time	Capa- city	Set-up Cost	Unit Cost
FarFar Away Model A	40	40	40	40	40	40	40	40					4	60	\$ 1000	\$ 165
FarFar Away Model B	20	20	20	20	20	20	20	20					3	60	\$ 2000	\$ 185
Pretty Close Model A	0	12	12	12	12	12	12	12	12	10	10	10	0	35	\$ 1000	\$ 175
Pretty Close Model B	0	5	5	5	5	5	5	5	5	7	7	7	0	40	\$ 2000	\$ 195

YtD Profit / Loss (\$K)

Revenue \$ 0
Markdn Rev \$ 0
Cost \$ 0
Inventory Cost \$ 0

Revenue \$ 0
Markdn Rev \$ 0
Cost \$ 0
Inventory Cost \$ 0

Set-up Cost \$ 4,000
Celldex Cost \$ 0
Change Order \$ 0
Gross Margin \$ -4,000

Y1D Curr Calc

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Production Room
Choose the suppliers that you want to engage below

Year

1 Introduction
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5 Board Room

Scorecard

Year One
Profit: \$0K
Votes:

Year Two
Profit: \$0K
Votes:

Year Three
Profit: \$0K
Votes:

Year Four
Profit: \$0K
Votes:

You Can Click "Issue Change Order"

Supplier	Model	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Lead Time	Capa- city	Set-up Cost	Unit Cost
FarFar Away	Model A	40	40	40	40	40	40	40	40					4	60	\$ 1000	\$ 165
FarFar Away	Model B	20	20	20	20	20	20	20	20					3	60	\$ 2000	\$ 185
Pretty Close	Model A	0	12	12	12	12	12	12	12	10	10	10	10	0	35	\$ 1000	\$ 175
Pretty Close	Model B	0	5	5	5	5	5	5	5	7	7	7	7	0	40	\$ 2000	\$ 195

Model A Projections

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Product Receipt (K)	0	0	0	0	62	62	62	62	62	62	62	62
Est. / Actual Demand (K)*	0	0	0	0	47	47	47	47	47	47	47	47
Est. / Actual Inventory (K)*	0	0	0	0	15	29	44	59	73	88	102	117
	0	0	0	0	32	32	32	32	32	32	32	32
	0	0	0	0	38	38	38	38	38	38	38	38
	0	0	0	0	out	-6	-6	-6	-6	-6	-6	-6

YtD Profit / Loss (\$K)

Revenue \$ 8,960
Markdn Rev \$ 0
Cost \$ 5,990
Inventory Cost \$ 0

Revenue \$ 0
Markdn Rev \$ 0
Cost \$ 0
Inventory Cost \$ 0

Set-up Cost \$ 4,000
Celldex Cost \$ 0
Change Order \$ 0
Gross Margin \$ -32

Y1D Curr Calc

Carey Holder
Procurement

Would you like me to issue a change order? Because of the difficulty of changing the production on these models, our suppliers are assessing a penalty cost of \$2,000,000 for this change order.

YES **NO**

YES, it costs you \$2,000,000 for EACH change order you make.

Remember, for this amount, you can reduce or increase the production orders for one supplier only, and you can reduce quantities only to 60% of the original order you placed with the supplier.

Minimum production across BOTH models is 60% of the COMBINED original order for both models.

Back Next

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	Old	New
Model A Supplier Production (K / month)	10	0
Model B Supplier Production (K / month)	7	17

You can change quantities for both models with one \$2M change order charge at this supplier.

The new production quantity will remain throughout the year.

You can see the impact of the change on your projected inventory and adjust before confirming and paying the fee.

You can make as many change orders as you want...but you pay each time.

Back YES

Look at the new numbers in the Production Room before confirming this order. Do you want to confirm this change order? Select the back button to modify your numbers again.

Back

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Global Supply Chain Man

Year

- 1 Introduction
- 2 Design Room
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- 5 Board Room

Scorecard

Year One
 Profit: \$47,308K
 Votes:

Year Two
 Profit: \$0K
 Votes:

Year Three
 Profit: \$0K
 Votes:

Year Four
 Profit: \$0K
 Votes:

Board Room

Congratulations. You have made it through a year of production. To review your financial performance, click below.

Review Financial Performance

You will now be able to watch the board members of your company discuss your performance. Each board member has a particular area of interest and will give you some advice in that area.

Enter Board Room

It pays to listen to your board members, as they will give valuable advice and look for improvements each year.

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Financial Results*

Revenues*

- Production Rev.
- Markdown Rev.
- Total Rev.

Costs*

- Production Cost
- Inventory Cost
- Total Cost

Gross Margin*

- Gross Margin
- Gross Margin %

*All figures except percentages in \$K

When you finish the year, you can review your financial performance

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Board Room

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You will now be able to watch the board members of your company discuss your performance. Each board member has a particular area of interest and will give you some advice in that area.

Enter Board Room

It pays to listen to your board members, as they will give valuable advice and look for improvements each year.

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Chair of the Board

Next ▶

Good evening, my name is Meryl Simmons, Chair of the Board. The purpose of this meeting is to review your performance.

No Audio

You can use the buttons here to navigate back to review your decisions... but there is no *Undo*.

...and you must meet with the Board

Playing the Simulation

- Do NOT close or “refresh” the browser, otherwise your data for the current year will be lost. Data are saved after completing each year.
- Each year consists of a visit to four rooms:
Design → Forecasting → Production → Board
- You may not change decisions once you have started production. You can go back to *SEE* decisions, but not *CHANGE* them without paying.
- You must complete all four years in order to qualify for the special prize.
- Add specific but not necessarily lengthy strategy comments as you play the simulation.

Year 1 (45 min)

Year 2 (25 min)

Year 3 (20 min)

Year 4 (20 min)

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Debrief Questions

- Design & Forecasting
 - How did you decide which options to choose?
 - How did you arrive at your forecasts?
- Supplier Choice & Initial Order
 - How did you decide which supplier(s) to use?
 - Was it worth the extra \$1 million for 3 month instead of 4 month lead time?
 - Was it worth the extra \$1 million for extra capacity (40 vs. 35) at reactive supplier?
- Dynamic Planning
 - How often did you use \$2M change orders?
 - Did you buy \$2M market information? Why or why not?

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