

GoVenture Game- Micro Business: Popcorn and Snacks Cart

Introduction to Business BUS& 101 -Hybrid

This project provides an opportunity to learn the fundamentals of running a small business and apply the principles of the course in a fun game format. In your business, you will make critical decisions on a daily basis. Per the syllabus requirements, you will purchase a subscription key to the game. Read these guidelines thoroughly before beginning the game. This project is worth 150 points.

A. Project Requirements:

1. **Purchase a subscription:** Purchase of a **subscription key** at the Bellevue College bookstore, as described in section C, is a course requirement.
2. **Log into GoVenture.me:** Access the game using a personal computer or any computer terminal in the computer lab in the N building on campus. The game cannot be accessed by mobile phone or tablet. The game requires an updated version of Adobe Flash Player. Use the subscription key to create your personal account by going to GoVenture.me and clicking on the **MICRO BUSINESS** icon. When you click to create your account, choose a USERNAME and PASSWORD and log onto GoVenture. After this point, the subscription key is no longer needed and it cannot be shared or used again. After creating an account, log in and watch the TRAINING VIDEO. When you are ready to play, click the PLAY button and ENTER the following GROUP NUMBER:

• **Section 4354HYD-----429154**

3. **Preparation:** Once logged on and entered your group number, you will have the opportunity to practice playing the game. The more you practice before starting the project, the better you will do in the actual game. If you experience technical difficulty, **do not contact the instructor**. Contact GoVenture via the “help” button. Alternately, call 1-800-331-2282 between 5 AM-2 PM Monday-Friday (excluding holidays) for help. Subscriptions can be purchased between April 4, but no later than May 18, 2016. You are required to have logged AND ENTERED THE GROUP NUMBER by **May 24, 2016 on or before 11:59 PM** in order to receive your points. See section B for more preparation details.
4. **Begin the MicroBusiness Project:** **Starting May 31, 2016 at 6 AM through June 4, 2016 11:59 PM** you will play the game up to a total of 60 virtual days. See section C below for details.

The definition of a Virtual day is: A Virtual Day begins after you make the 5 business decisions and click “Open for Business” and ends when your business is closed.

5. **Performance Report Analysis Assignment:** You will complete the Performance Report Analysis Assignment by **June 9, 2016 on or before 11:59PM uploaded to the assignment in Canvas.**

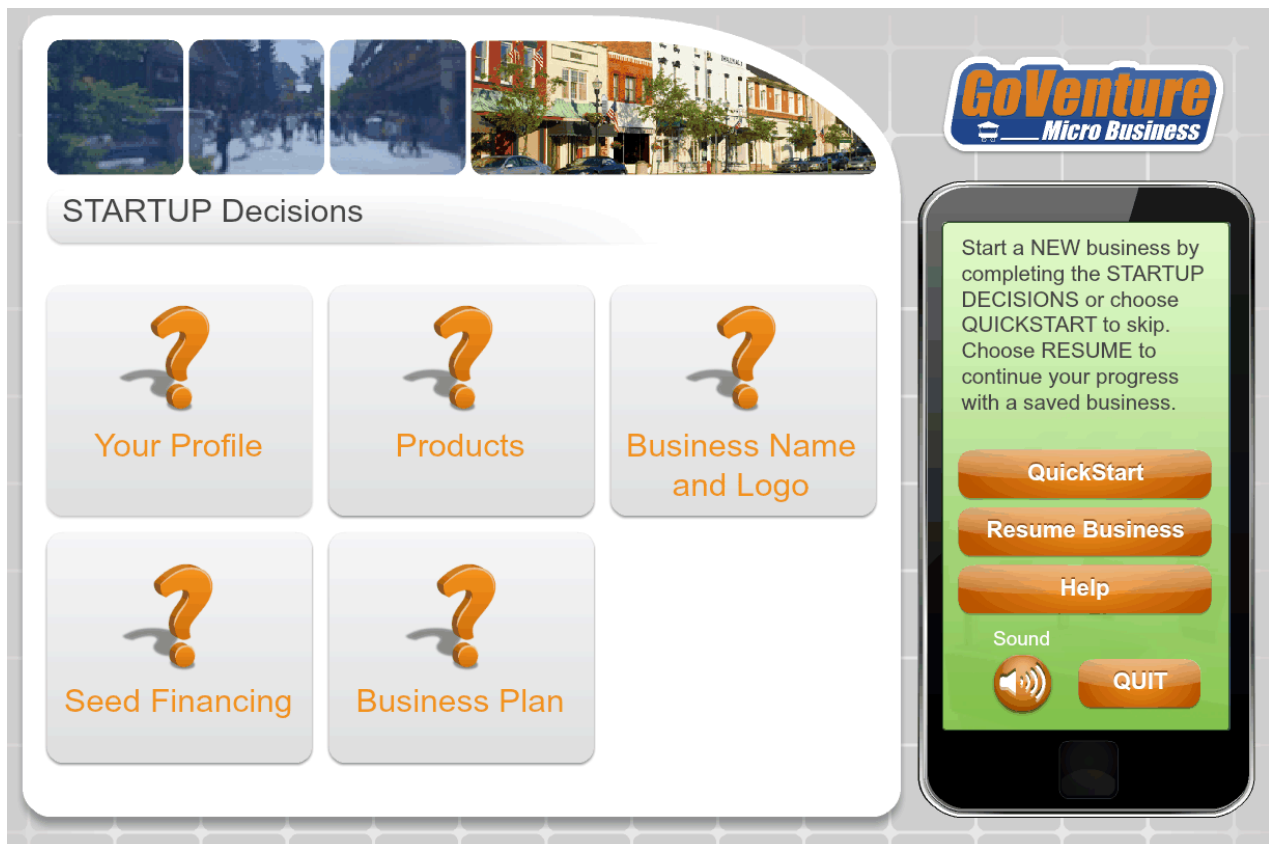
6. **Performance Ranking:** Player's performance will be ranked cumulatively. You will be graded at the end of project on your final results compared to your peers. See section E for further details.

B. Preparation-Practice:

You are required to have logged on AND ENTERED THE GROUP NUMBER to access the game by **May 24, 2016 on or before 11:59 PM**. You must complete the aforementioned in order to receive your Preparation points. Once you have logged into the game, and watched the training video, you are ready to play. Remember, the more you practice before the project, the better you will do in the actual project. Not being prepared when the project begins will put you at a disadvantage. Enter the information listed below for your start up decisions. In the interest of time, some sections will not be filled out. The preparation portion of the project is worth 10 points.

1. Start Up Decisions

- Your Profile: Enter your name, nothing else is required. Click "OK" on the right.
- Products: Choose **POPCORN AND SNACKS**. Click "OK" on the right.
- Business Name & Logo: Choose a business name and logo. Click "OK" on the right.
- Seed Financing: Choose how you will finance your startup and working capital costs. Click "OK" on the right.
- Business Plan: Not required. Click "OK" on the right.
- Click "Launch start Up" button once in appears.



2. Game Screen-Decisions

Proceed to click on the 5 Decision areas, Market, Schedule, Products, Employees and advertising and select your decisions as shown in the graphic below.

Click “Open for Business”



Tips:

- At the end of each virtual day, make sure to review the “reports” tab and “performance” tabs. This will help you make decisions for the next virtual day.
- If you are unsuccessful on the previous day, make adjustments to each of the 5 Decision areas based on feedback from the performance reports and the market forecast for the next day. Also, it may help to call your advisor by clicking the “Call” button.

After completing each virtual day, your game progress is automatically saved online. Click the “Settings” button to quit and return to GoVenture at any time and your progress will be resumed automatically.

C. Begin the Micro Business Assignment

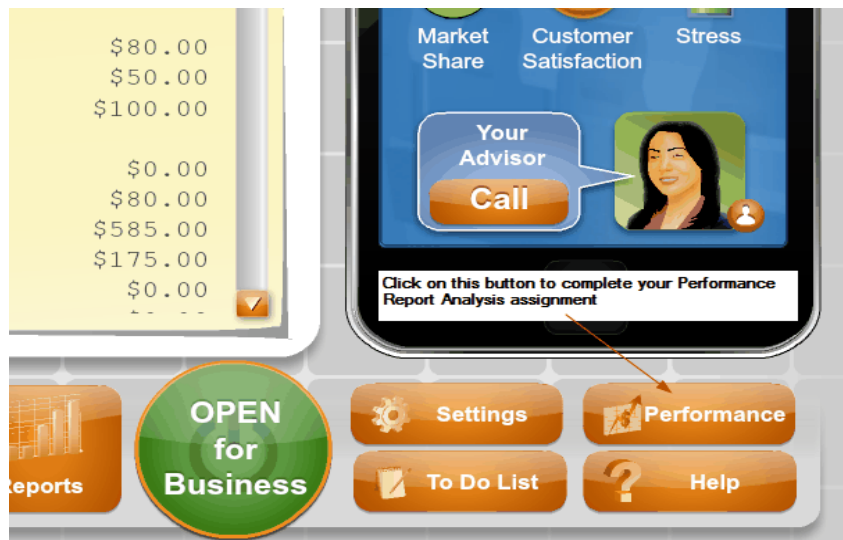
The Micro Business project will begin **Starting May 31, 2016 at 6 AM through June 4, 2016 11:59 PM**. At this point you will have purchased your subscription, launched the game and played several practice rounds. On May 31st, the game will be reset for a fresh start. No other resets will occur after this date. We will have a “lab” class for you to start the game and ask questions. If you own a laptop bring it to class on this day. You will play this game outside of for 50-60 days but not more than a total of 60 “virtual days”.

Note: if you play more than 60 days, there will be a penalty of 10 points and all days played after day 60 will not count.

If you pick any other product other than Popcorn and Snacks, you will be reset. If you take a day off, this also counts as a virtual day. This is an individual assignment, you will not confer with your classmates regarding your progress.

It is your responsibility to resolve any technical issues before the beginning of the project.

D. Performance Report Analysis Assignment



When you have completed your 60 virtual days, you will then complete the last part of your project which is the Performance Report Analysis. The Performance Report Analysis is due **June 9, 2016 on or before 11:59 PM** and must be uploaded to Canvas.

Click the “Performance” button to get the Performance Report (see picture above). Use the Performance Report and the text chapters to complete the assignment. This assignment will require detailed analysis. For example, on part IV-B, It is not sufficient to say “On day 7, I purchased advertising and my profit for the day went up”. It is important to

understand what factors influenced your profit. For example, “On day 7, I purchased two days of newspaper advertising and my income exceeded my expenses for that day. This is because I had more competition that day and the advertising helped increase my customer traffic” or “Overall, I notice that once I started controlling my expenses, I started making a profit. For example, I reduced the amount of employees hired. I controlled my advertising expense by only advertising when there was competition in my area.” Please note, that in the Performance Report, the income statement does not include the bottom line, however a formal income statement does. Refer to Chapter 17 for details. For this assignment, make sure you understand the differences between, Gross Profit, Net Profit and Net Profit after taxes. I will accept this assignment late, however there is a 10% point penalty for each day late up to 4 days. The Performance Report Analysis is worth up to 130 points.

E. Performance Ranking:

Player’s performance will be ranked daily and cumulatively. You will be graded at the end of project on your final results compared to your peers. Points are assigned as follows: upper 1/3 rank=10 points, middle 1/3 rank= 7 points, lower 1/3 rank= 3 point. Your performance rank is worth up to 10 points. Awards will be given for 1st and 2nd place in ranking. There is no upload need for this. **Your ranking will be posted on June 2nd via “Announcements. Your final ranking with be presented to you on June 7.**

The syllabus policy is in effect regarding missed primary assignments.

F. Point Assignments

| | Points |
|--|--------|
| Preparation: | 10 |
| Performance Report Analysis Assignment | 130 |
| Performance Ranking | 10 |
| Total | 150 |