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Interorganizational Business Simulation and Gaming: Rethinking Information Systems Curricula

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PANEL 6

INTERORGANIZATIONAL BUSINESS SIMULATION AND GAMING: RETHINKING INFORMATION SYSTEMS CURRICULA

Panel Chair: **Donald McCubbrey**, University of Denver

Panelists: **Joze Gricar**, University of Maribor
Paula Swatman, Monash University
Rene Wagenaar, Erasmus University
Clive Wrigley, Erasmus University and McGill University

Increasingly information systems span organizational boundaries. As "doing business electronically" becomes a central feature of IS strategy, it also becomes crucial for IS curricula to reflect this new reality. The potential for these systems to affect corporate performance demands that managers and system developers receive training in inter-organizational systems. This panel maintains that important aspects of business dynamics may be conveyed through simulations set in a business gaming environment. While simulation conveys knowledge about the complex dynamic aspects of inter-organizational systems, gaming provides realism and stimulates interest among participants. This panel will debate the merits of using simulation and gaming as vehicles to teach inter-organizational systems and will lead discussion on how these may be introduced into IS curricula.

Don McCubbrey will introduce the panel by posing a number of new pedagogic challenges facing IS educators: specifically, networked organizations, integration with other disciplines and increasing internationalization. Panelists will present their own experiences in developing and using inter-organizational simulation games in their particular universities and discussion will then focus on a number of key issues related to all the games.

The central feature of all these simulation games is the use of multiple inter-dependent business roles, organized within a trade scenario. These roles are involved in multiple exchanges over time using varying modes of communication, typically e-mail and Electronic Data Interchange (EDI). Hence, the focus is on electronic linkage. Games vary from short, one day executive programs to full term courses, each having their own educational potential and objectives. These games are:

Port of Rotterdam EDIGame: Erasmus University

Rene Wagenaar will describe the Port of Rotterdam simulation game, which is designed for awareness training on the potential impact of electronic trading within specific sectors of the economy. Originally developed in 1990, it guides players in two separate half-day sessions from a paper-document gaming environment to fully integrated EDI and e-mail environment. The players each form a specific role involved in the transport of goods through a large ocean port. Inter-company electronic messaging is simulated by EDIFACT-compliant file transfer over a Local Area Network. Since its inception, the game has been played in numerous courses within the business faculty, both in undergraduate and executive programs. The game has stimulated many interesting discussions and ideas on sector-specific business network redesign issues.

IOSGame: McGill University

Clive Wrigley will present the IOSGame, an educational tool designed to simulate electronic commerce within defined industry sectors. Implemented in 1991, it provides Electronic Data Interchange and e-mail over the Internet as structuring

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