

GERENCIAL GAMES IN BUSINESS ADMINISTRATION

Gustavo Roberto Serpa Mosquera

Joibert Osorio González

Zayda Grisales Heredia

**ECCI UNIVERSITY
FACULTY OF HUMANITIES
MODERN LANGUAGES
BOGOTÁ
2015**

RESUMEN

Este trabajo tiene como objetivo mostrar la percepción que tienen los estudiantes de Lenguas Modernas con énfasis en administración y los estudiantes de otras carreras sobre los simuladores gerenciales , los cuales son Zoo Tycoon y Papa's Freezeria, con el fin de aportar al proyecto macro de la Universidad ECCI el cual es la creación de un simulador gerencial. Para desarrollar nuestra investigación, se realizó un análisis cualitativo con cinco participantes, la información fue recopilada por medio de matrices y también se recolectaron datos por medio de una investigación bibliográfica tanto nacional como internacional para guiar y contrastar conceptos. Al final de la investigación los resultados fueron tanto positivos como negativos ya que las percepciones varían de acuerdo a los simuladores y las cuatro áreas gerenciales de la compañía.

ABSTRACT

This work aims at identifying the perception of modern languages students with emphasis on administration and students of other areas about the management simulators which are Zoo Tycoon and Papa's Freezeria. This is done In order to contribute to a macro project at ECCI University which is the creation of a management simulator. To develop our research, a qualitative analysis was applied to five participants. The information was collected through matrixes and also via bibliographic research nationally and internationally to guide and contrast concepts. At the end of the investigation, the results were positive and negative because perceptions vary according to the simulators and the four management areas of the company.

TABLE OF CONTENTS

INTRODUCTION	4
THEORETICAL FRAMEWORK	7
State of Art	10
RESEARCH DESIGN	12
DATA ANALYSIS	14
Analysis of the Management Area.....	14
Analysis of the Finance Area.....	15
Analysis of the Human Resources Area	16
Analysis of the Marketing Area	17
CONCLUSIONS AND RECOMMENDATIONS	19
Recommendations.....	20
REFERENCES	22
APPENDIX	24

INTRODUCTION

As Modern Languages students with emphasis on business, we consider that the use of Information and Communications Technology (from now on ICT) is essential in the building up of company knowledge. In this same framework, we found that tycoon games are a practical tool to develop and practice awareness regarding the four areas of a company: management, finance, human resources, and marketing.

The tycoons are video games which simulate different kind of enterprises to make players interact with an unreal business contexts and so they learn from this: how to manage the most important aspects and areas in an enterprise. This kind of games allows the players to put all the business knowledge and practice in a simulated world something that could happen in the real life. One of the most helpful tools of these simulators is that the player could fail and try again, Gros (2009).

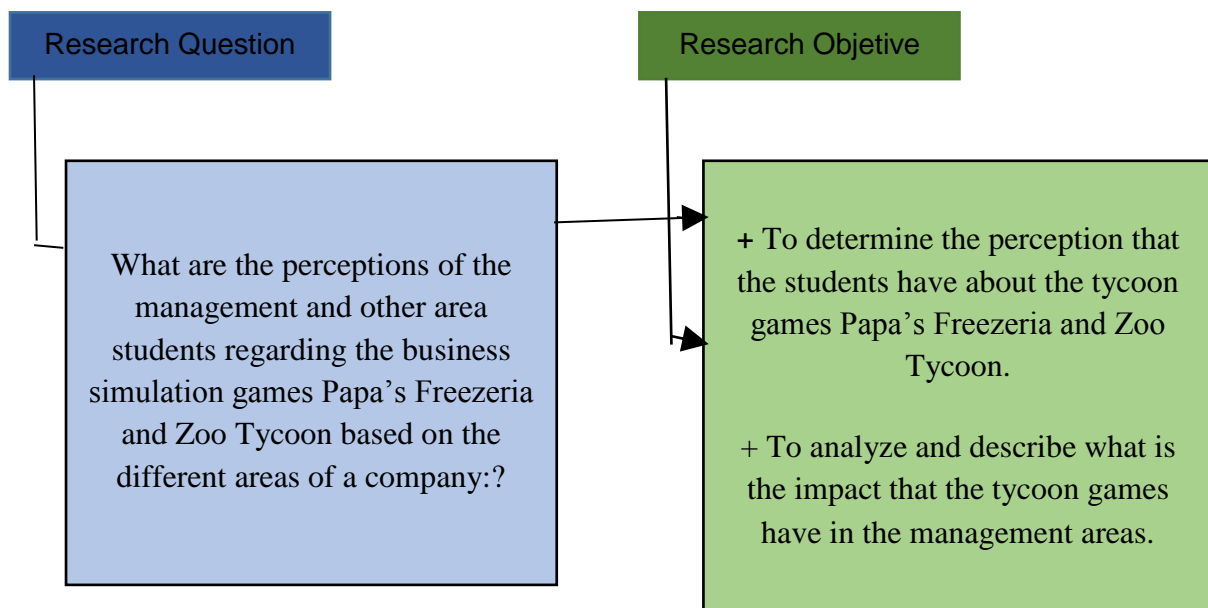
Some universities in Bogotá applied this learning tool; In a research that Plata developed (2009), He identified the following aspects in the next Universities: “Universidad Militar Nueva Granada: Administración de Empresas (Nocturnal), Escuela de Administración de Negocios – EAN: Administración de Empresas, Universidad de los Andes: Administración, Universidad Colegio Mayor de Nuestra Señora del Rosario: Administración de Empresas, Colegio de Estudios Superiores en Administración – CESA: Administración de Empresas” (p. 86) the Universities used the tycoons in different subjects of the curriculum of some majors such as modern languages in order to improve, international trade, business administration, public accounting, finances, economy, and so on. Aware of this issue, ECCI University is currently working in a business simulator game for major students with the objective of facilitating their learning process by applying the knowledge learned during the educational process.

Therefore, it has become important to know what the perception of modern languages and other areas students majors is about this simulator games, and in that way, getting information if these games contribute in the business learning process.

This was study conducted through a qualitative research, and the results were shown based on data analysis, the general objective of this research was to present and understand the different viewpoints of the university students about the simulators Papa's Freezeria and Zoo-Tycoon. Data were collected and analyzed based on a matrix that focused on the four areas of the companies: finance, management, human resources and marketing.

This research studies the perspective of two groups of people, the first group will be the modern languages students who have an emphasis on business and the second group is formed by students of other areas; this with the purpose of contrasting the information in order to have a deeper understanding about the simulators.

For the above reason, we want to know which those perceptions of these students are; thus, we pose the following research question which guided this study:



It is essential to conduct this project in order to contribute the bigger study conducted by the university; in this way, all the collected information in this project will be a source of information in order to be taken into account in the development of the bigger study, so by analyzing and contrasting the tycoons from a research perspective, we contribute to the development of a tycoon created by ECCI University with the possible positive aspects in order to be applied in the bigger study.

In addition as modern languages students, carrying out this study would give us a deeper understanding of the functioning of the tycoon games, and it is very important to know about the topic because we have to analyze and processing all the information in order to collect sustainable data that can be useful for macro research and for future projects.

THEORETICAL FRAMEWORK

In this part of the report, we define the relevant concepts that frame our research conceptually. Thus, we first delineate what tycoons are, then we discuss about perceptions, to continue by describing our understanding on the four functional business areas of a company: human resources, finance, management and marketing.

To start with, an issue that is a central piece of discussion in the Information and Communication Technologies (from now on ICT) is the definition of tycoon. On a basic definition, tycoons or management simulators are games which simulate business circumstances to make the player think in this situations in order to gain experiences to face the real company world. These kinds of games give an environment full of experience so that the players get involved in the position of a real manager.

Let us see some details about these games, according to Gros (2009) “... serious games are powerful learning tools that allow the players to experience and learn from their mistakes and acquire business knowledge in a safe way facing dangerous or high risk environments¹” (p. 253). We think that this kind of games makes people aware of different situations that allow the participant to make decisions in which there is a need to be solved in a fast or practical way. In case that the player makes a bad decision or a mistake, he is in a safe zone and could start again without losing real money. Furthermore, from this perspective, the mistakes are important in the learning process since they make people self-evaluation.

From Plata’s viewpoint (2011), management simulators or tycoons are a mathematical and randomized model, because in the mathematical way we understand that the games are made out of mathematic formulas and the player has to use a logical reasoning to cope with

¹ Authors’ translated version.

problems by making decisions in the challenges that the video game shows. Also the games are randomized because the simulators showed at random aspects along their playing and the players cannot modify these variables which are external to the company so the player has to choose the best options to make the company grow in the best way and in that way succeed.

Having configured tycoon as business games that provide learning experiences in a dynamic way, now we center our attention to the concept of perception, for Hume (1991), the perception is all the contents in the mind which is divided in impression and ideas whether they be simplex or complex. The terms that Hume uses to refer to the psychic world are ambiguous and in several cases are confused, and precisely for Hume seems coherent try to give a name or concept to all that is in the mind (Hume, 1991).

Also, from Locke's position (1954) the perception is based basically in the internal and external experiences that an individual has had in his life. From our point of view the perception is defined as the form that the human or any subject understands or interprets the reality through some processes that could be psychological, emotional or motivational (Locke,1954). Another aspect of relevance is the environment since it could shift the interpretation.

Now that tycoons and perception are clearly discussed and defined, we focus on the four functional areas of any business: marketing, finance, management, and human resources which also become units of analysis in this study.

Marketing: The department of marketing in a company is essential since it has to interact with external environments such as the one with customers and the variables of the likes and dislikes of the people in general. For Jiang (2009) the area of marketing is for identifying the needs and wants of the customers, for Jiang this is one of the most important

areas of a company. We agree with Jing because this area is fundamental to attract customers and to keep them too.

Finance: According to Khan and Jain the definition of finance is the science or the art of managing the money (as cited in Paramasivan & Subramanian, 2009). In the other hand, Carysforth talks about the financial part as the Balance Sheet and Profit and Loss Account that all companies must produce each year for tax purposes. Thus, contrasting the above authors, we think that the financial area is vital for a business because it is the one that manages the monetary part of the company, and this section controls all the parts of the company in order to improve its processes and optimize the use of resources taking care of the capital of the enterprise.

Management: This is a group of functions which are focused on the efficiency and effectiveness of the use of the resources in a company, and all of this is pointing at the goals of a company (Tims, 2011). According to Tims, the management area has different layers such as the levels of management and its basic functions: planning, organizing, leading, and controlling. Another aspect of this area is its levels: to start, the first line managers who basically are in charge to supervise and coordinate the activities of the all the operative employees; the middle managers that supervise the low level managers. In general aspect, the middle managers are responsible for the implementing the policies and plans developed by the top managers and also the supervising and coordinating the activities of lower-level managers. And finally the top line manager who are responsible of controlling all the subdivisions (Thenmozhi, n.d, pag 22).

Additionally to this, the basic functions of management which are planning and decision making; they work similar to a chain of services and provide affective development to the activities inside a company. Also, organization is about the dealing with the staff and

the resources, too, the next aspect is the leading, here the manager has to delegate all the duties and responsibilities, he guides people to work together to follow the same goal. Finally, the function of controlling, here the manager monitors the progress of the objectives, and at the end he proves whether the objectives were achieved or not (Thenmozhi, n.d).

Human Resource: this is a department that is in charge of the employee well-being in any business. HR responsibilities entail payroll, benefits, hiring, firing, and keeping up to date with state and federal tax laws (Guthrie, 2003). This area is also responsible of major legal problems for a company, as well as major employee dissatisfaction. Finally, as David Ulrich (2012) explains, HR deals with the implementation of a strategy to drive innovation, productivity and share price through mobilizing the workforce towards company profit.

State of Art

There are some research studies that take Tycoon games as teaching tool in the university context from a research approach; this can be seen in the following studies which are the most representative both national and internationally.

From the international context, the most representative example is the study done by Paola Rizzi from Spain (N.D), she also analyzed the tycoon games; she confirmed that a game must have a simple process wherein is divided in four variables

- Experience: in this part the gamer can experience in different scenarios, in the same way can take different decisions.
- Observation: here appears the criticism part from the gamer wherein analyses and take decisions.
- Abstraction and context: since the reality of the game, this moves in a theoretical level.

- Experimentation: here in this part the hypothesis is verified through the consecutive use.

Regarding the local context, the most complete study was conducted by Jaime's Plata (2011), he defined the tycoon games as a mathematical and randomized model, wherein all the parts of the game have symmetry, since everything is logic for achieving the main goal of the game, but, at the same time Plata contrasts his idea confirming that the game also is random, because there are many variables that influence the organization and purpose of the game.

Plata's research study (2011) mainly was based in stressing a problematic situation that was the minor point by the universities about the tycoon games as teaching tool; the project results demonstrated that the college students knew the meaning of the tycoon games, confirming that in universities there is more theory than practice but with these games students can study applied theory in a dynamic way.

RESEARCH DESIGN

In this chapter, the project is framed into the research paradigm, we then describe the type of study followed to carry out all the steps of the process. The instruments to collect data are explained, next we detail the contextualization of the research as well as the participants who helped in our investigation. Finally the procedures to analyze the data are characterized.

First of all, the study took the qualitative paradigm since the main objective of the analysis was to collect and interpret the data in order to evaluate the simulator games (Goetz and LeCompte, 1984), there was not any intention of measuring any type of behavior. Besides as explained by Goetz and LeCompte (1984), the project focused in exploring the perceptions of certain individuals, in this case, university students; we as researchers were involved in the process by being participants as well. In this project, the context played a relevant role since it modified the object analyzed (Mack, N. & Woodson, C. (2011).

Furthermore, this study is exploratory because we used a literature research as a means to understand a not very familiar reality, in this case, the tycoons (Burns & Bush, 2010). Also, one of the purposes of our project was to deepen on participants' perspectives on the simulators that were the object of analysis. We explored the business games which were a new phenomenon in our context with the intention of giving more awareness and frame to a macro project proposed by ECCI University.

With a clear qualitative research platform in which we conducted an exploratory study, we now describe the types of data collection instruments that we used with the purpose to collecting the necessary information in order to answer the research question. The design of an evaluative matrix was the primary source for data gathering and evaluation (see appendix). We developed two kinds of grids focused on the business areas. In each part of these areas, we posed specific questions to identify the faults and advantages of the video

games. The idea of the matrix was to recollect in an organized and coherent way, also to identify some aspects as the player advanced in the playing of the tycoons.

The coding frame was a really useful tool for our research and its function was to recollect very specific information that evaluators needed. This tool was functional for the investigation since it allowed stakeholders group discussion (Spaulding, 2008). In our study, we used two different matrixes, one to analyze the modern languages students' perceptions on the tycoons, focused on the business areas: financial, marketing, management and human resources. The other grid was design to get the other areas students' data, it was not very specialized but still it elicited needed information to contrasts and validate findings

The population of this study was five participants, the members of this research group who are three modern language students with management emphasis and two other students, one is a student of first semester of environment engineering and the second is a student of fourth semester in social work. The Student who studies social work is Laura Katherine Osuna Muñoz, she is eighteen years old, and also she is in the Monserrate University and is in fourth semester. The other student is Nicolas Felipe Serpa Mosquera, he studies in the ECCI University and is in second semester of environmental engineer and he also is eighteen years old.

DATA ANALYSIS

On this chapter we present the findings that were detected through the analysis of the collected data through the matrixes from the participants who have business knowledge and the other area students. The analysis was based on the areas previously defined: Marketing, Finance, Management, and Human Resources. We show both the positive and the negative aspects that were found in each area.

Analysis of the Management Area

In this variable, the basic functions that a company has internally were assessed, these are: organization, making decisions, communication between departments, and leading; in short, we wanted to prove if these tycoon games had the basic functions to manage a firm internally. Besides we searched for behold the levels of management, which are top, middle, and first line management.

According to the basic functions above mentioned, and primordially focusing on the matrixes of the analyzed students, it was tested in both management simulators that the players could organize the business place in such a manner that the demands of the customers were adapted. Likewise, the games gave the option to the player of making decisions, which contributed to the development of the game.

Moreover, we detected the negative aspects, in relation on the basic management functions, more specifically the part of leading and communication between departments. To start of, what we found was that there was no communication between departments of the company there was not even departments inside the simulators; in the case of zoo tycoon, it was just the leader and the employees, but there was not a rapport between them. By contrast, in Papa's freezeria, departments were not shown, there was just the player as the role of employee. Apart from these, the leading section was another aspect that was not evidenced

on the tycoons, because the player operated and managed everything, and he could not take into account the employee's opinion, so it was not leadership but centralist action which did not allow teamwork. Furthermore, the levels of management were not presented, in Zoo Tycoon was not evidenced because there was only one manager for all the areas, so there did not exist the division of the power. For Papa's Freezeria, we evidenced a particular negative aspect, there did not exist any kind of high manager or middle manager, because in the simulator there was just only one employee, and there was not a supervision.

Analysis of the Finance Area

The objective of this area was to prove if the game had the following variables that were evident in the financial area: assets, liabilities, depreciation and budget; therefore here we express the results of the matrixes.

Regarding the positive aspect, we found that Zoo Tycoon had the information of the assets that the zoo generated, we realized this, due to at the beginning of the game you started with an amount of money to invest in the zoo, this means the assets and budget.

For the negative aspects, we found that Papa's Freezeria did not have the enough information about the assets and the budget that the enterprise had. In addition, it was evident that students perceived that neither Papa's Freezeria nor Zoo tycoon generated liabilities during the game, it means that in those simulators the variable of debt did not exist. Finally we evaluated the depreciation variable in both Tycoons, but it was not detected that any good or service within the game had a depreciation; for example, in the case of Zoo Tycoon the animals did not age, the places where the animals lived did not deteriorate nor the toilets or the shops and so on. In Papa's Freezeria the same incident occurred because the labor machines and the products were not limited.

Analysis of the Human Resources Area

Mainly in this area, three aspects were assessed, the first was whether in the tycoon existed the training process so that the employee had the enough knowledge to work. As second aspect of human resources was seen and it had to do if inside of the simulator the employee had some benefit or utility on the company's side, finally and as the third aspect was the process of hiring and in addition to this if the company took into account the skills of the employees for this procedure.

Regarding the positive aspects, in the first place we have the aspect of the training of the employee inside the game, here we found that clearly in both games, there was a process of training and through this step by step the employee could understand how the way of the role that had to perform was. Nevertheless, for Zoo Tycoon this process was in the first part because when the player started the game in an immediately way the Tycoon starts with the instructions for the construction of the zoo; guides on the building of a cage for the animals or how to prepare or adapt the proper environment for them. Whereas that in Papa's Freezeria happened in the following way, when the simulator started, it took the player in all the work areas, to explain what they had to do in each of these areas, that means that the simulator explained how to prepare an order, or how to add different additions to the ice creams; according to that, the simulators had the first evaluated aspect that is the training.

Now, we address the negative aspects which are about the benefits of the employees and the third one that refers to the process of contracting. Starting with the second aspect, we realized based on the matrixes that in the simulators did not exist any kind of benefits for the employees, in the case of Zoo Tycoon we analyzed that the employee only received his salary and they had to work without a motivation for their effort. That means that the employee just worked and received the money. The same phenomena happened in Papa's Freezeria, it did

not have any profit for the employee, and the player had to accomplish his daily labors without any kind of reward that means that the employee did not receive benefits or points to improve his skills to cook.

Lastly we have the third aspect which corresponds to the hiring process, in this aspect the result was that both Zoo Tycoon and Papa's Freezeria, there were not this process, owing to the employee never had any interview nor a selection process, as a result the other variables that corresponds to if the company took into account the skills of the person did not exist here; therefore, in the games there is no a quality process that assesses the skills of the employee for his recruitment.

Analysis of the Marketing Area

In this area, it was intended to evaluate four aspects which are derived from the 4-P's of marketing: place, promotion, product and price. The first aspect was if the game had advertising at the point of sale, the second aspect was if there was delivery of advertising materials for customers, the third aspect was to note if the player could see the prices of the products and finally the fourth aspect was to analyze if they could change the prices of products or services for promotions.

From the positive findings, starting with the first aspect, we analyzed the matrixes and it was found that on the simulator Papa's Freezeria this aspect is visible, because players could decorate the business place putting advertising of new products or flavors that the store had. This means that there is the possibility to have advertising at the selling spot. On the other hand, another positive quality is the third aspect, and we found that in the simulator Zoo Tycoon had a way to see the price of each service and product, in which fulfills the variable under analysis in this area, and finally we have the four aspect which became palpable in the

Zoo Tycoon simulator as players could change the prices of services and products to promotions, this means that the simulators have some aspects that were evaluated in this area.

From the negative part, it was evident in the number two item that refers to the delivery of advertising materials to customers, both the Zoo Tycoon simulator as Papa's Freezeria had no way to deliver advertising materials to the selling spot because these simulators did not have a great emphasis on the marketing area.

CONCLUSIONS AND RECOMMENDATIONS

In this chapter, the results based on the analysis of this study are presented in order to answer the research question. Thus, it is imperative to recap the inquiry that guided this process: “What are the perceptions of the management and other area students regarding the business simulation games base on the different areas of a company: Papa’s Freezeria and Zoo Tycoon?”

First of all, through the different students’ perceptions about the simulators led us to conclude that; in the case of Zoo Tycoon, we realized that it is more complete in the finance and management areas, while the marketing and human resources were not as developed as the other ones in the game. In Papa's Freezeria, the marketing and human resources departments were more remarkable as it was evidenced on the matrixes the way players were able to handle the advertising at the selling spot. Likewise, the human resource function was seen in this game in the way that the tycoon allowed the player to be involved in the employee hiring process at the beginning of the game.

Moreover, we found that the perceptions of the students of modern languages are different and more specific than the other areas students, because the languages students focused on the business functions since they are aware of the internal company processes and this affected the way in which the game was perceived, whereas, the other areas students showed an intuitive knowledge not based on theory that allowed them to play in a natural way like in any other game. Due to this fact, modern languages students had a more critical visualization of the games since they were conscious of all the business concepts and procedures so we can say they took more advantage of the playing, because they apply their knowledge in a strategic way to succeed in the game.

On top of that, another conclusion was that the area less seen in the simulators Papa's Freezeria and Zoo Tycoon is the area of human resources, according to the results of the matrixes, the human resources area has several negative answers, with this we can assume that in the final project that the ECCI university is creating, it is important to take into account this aspect and open a door for players to practice this important function in a company.

We found that tycoons are a really effective tools not just to learn, but also to put in practice all the knowledge that players could have on business. Although this kind of games is for all people, not just too specialized students, because the people can learn unconsciously basic concepts about other topics no matter their field specialty.

Recommendations

With these recommendations, we have the purpose of contributing to the macro project with possible improvements in some company areas that were not evidenced in the tycoon's analyzed. Moreover the recommendation are stressed in improving the internal area of the tycoons, and they are proposals that could be implemented on the University project.

In the financial area, we found that some of the aspects are not visible and they should be explicit in the games, because in real life an employee has to be careful with the responsibility of a company. In the simulators, the players have money or everything to start to work, but in the real life you have to ask or save money in order to open a new company. It is essential that these kinds of games teach the players that they have to pay all the money that was lent at the beginning of the game, this is to promote credit good habits which was not seen in any of the games.

Besides, it is vital that the game encourages the idea of company's success, being alert of bankruptcy; if players know the bad consequences, they would take care more of the

their playing by making more strategic decisions so they have a better sense of how to succeed in business.

Taking into account the management area, we have some punctual recommendation to improve this area. During the process of recognition and interacting with the tycoon, we found that both tycoons lacked a boss figure. So our first recommendation is that on the management area, there should be a high position that guides the player in some aspects or controls him in the goals or during the process. Another recommendation has to do with controlling the raw material, because it is considerable that the player has the challenge to fix the materials in order not to waste them since it could generate debts or blockages, with this characteristic, the video game could improve the management area in a very good way.

Regarding the marketing area, we have a significant aspect that was not presented in any of both tycoons, and we consider that it is relevant to be analyzed and possibly implemented, because regarding the publicity or promotion aspects of any service inside the game, it is reduced only to give money and there is no possibility to build up the advertising piece, so it is a great idea that the player could find the way to promote his services in a customized and individual way.

We believe that the human resources department is the part that is not often taken into account in these simulators, this is a good area to implement some strategies that make the tycoon more real and at the same time more dynamic. The proposal that we have is that the player has the possibility to look at some profiles with CVs, besides each profile should have strengths and weaknesses, the challenge of this part would be that the player decides what the best option of selection would be, so if the player makes a bad decision, there would be consequences.

REFERENCES

- Burns, A., & Bush, R. (2010). *Marketing research*. (6th Ed.). Library of Congress Cataloging-in-publication data.
- Carysforth, C., & Neild, M. (2010). *Btec level 2 first business student book*. Pearson.
- Garcia, M., & Mollar, M. (2005). *La simulación y juego en la enseñanza-aprendizaje de lengua extranjera*. (Master's thesis, Universidad Politécnica de Valencia, Valencia, España).
- Jiang, X. (2009). Strategic management for main functional areas in an organization. *International Journal of Business and Management*, 4(2), 153-156.
- lon03. (28, October 2011). *Quantitative and qualitative comparisons and the 'paradigm war'*. Retrieved from <https://lon03.wordpress.com/2011/10/28/quantative-and-qualitative-comparisons-and-the-paradigm-war/>
- Mack, N., & Woodsong, C. (2011). *Qualitative research methods: A data collector's field guide*. North Carolina United States of America:
- Paramasivan, C., & Subramanian, T. (2009). *Financial management*. New Age International (p) Limited, Publisher
- Plata, J. (2011). *Los "juegos gerenciales" el presente de la gerencia*. (Master's thesis, Universidad Nacional, Bogotá, Colombia).
- Spaulding, D. (2008). *Program evaluation in practice: Core concepts and examples for discussion and analysis*. San Francisco Unites States Of America.
- Tims, J. (2011). *Introduction to business and management*. London: DOI: London University
- Ulrich, D. (2012). *Hr. from the outside in: Six competencies for the future of human resources*. McGraw Hill Professional.

Waver, M. (2010). *Business simulation games in forming of students' entrepreneurship*.

(Master's thesis, College of Enterprise and Administration in Lublin).

APPENDIX

Coding fram, Laura Katherine Osuna Muñoz

Fecha	Aspectos a resaltar del Tycoon	Aspectos que se deben mejorar del Tycoon	Tiempo jugado aproximadamente	Comentarios generales
29-06-15	-El juego presenta un contenido interesante que a primera vista atrae al jugador	- Es repetitivo en las funciones que hace el empleado -cuando se acaba el día, hay que esperar y eso causa desinterés, porque es como si se fuera a empezar de nuevo el juego	1 hora	-se debe generar dentro del juego la opción de diversidad de idioma no todos lo que juegan saben específicamente inglés y si por lo que muestra las gráficas se entiende lo que hay que realizar pero si solo se evidenciara la parte escrita, no se entendería Nivel alcanzado: 4
30-06-15	-se observan nuevos cambios que logran hacer seguir avanzando para conseguir diferentes cosas.	-cuando un cliente está verificando si le gusta el producto se demora, y se pierde tiempo para hacer los otros pedidos	30 minutos	Nivel alcanzado: 6
1-07-15	-es llamativo que mediante vas pasando de nivel te van dando monedas y ganando estrellas con el mismo cliente	-las funciones que uno hace con el empleado es la misma, el juego es interesante por los sabores y las cosas que uno va obteniendo, pero no hay nada más que haga el juego más interesante	20 minutos	Nivel alcanzado: 7
2-07-15		-solo hasta el último descubrí en que podía las monedas y el dinero que uno va ganando, por falta de conocimientos en el idioma.	45 minutos	Nivel alcanzado: 10
Que aspectos de la parte GERENCIAL (toma de decisiones para el mejoramiento de la empresa, diferentes cargos o tipos de gerentes y el manejo de los recursos que se tienen en la empresa) que notó durante los 4 días jugados en el tycoon que le correspondió			- En cuanto a la toma de decisiones se ve en el aspecto que uno como jugador tiene que decidir cómo atender y organizarse para poder atender satisfactoriamente a todos los clientes.	

	<ul style="list-style-type: none"> - No se evidencia un cambio de roll en la jerarquía de la empresa porque sólo existe un empleado pero no hay más cargos. - Si se maneja en el aspecto que uno decide
<p>Que aspectos de la parte FINANCIERA (la parte contable que se refiere al dinero que el jugador debe gastar en productos como materia prima, para hacer funcionar la empresa) que notó durante los 4 días jugados en el tycoon que le correspondió</p>	<ul style="list-style-type: none"> - Los productos se van adquiriendo a medida de que se va aumentando de nivel, pero en ningún momento tengo que preocuparme por si se acaban, porque siempre están disponibles.
<p>Que aspectos de la parte de RECURSOS HUMANOS (se refiere al bienestar de los empleados, los beneficios que reciben y la elección de personal por aptitudes) notó durante los 4 días jugados en el tycoon que le correspondió</p>	<ul style="list-style-type: none"> - El único beneficio que recibe el empleado es monetario y es gracias a las propinas que reciben. - Solamente se puede escoger por el género no por las aptitudes que cada uno tenga.
<p>Que aspectos de la parte de PUBLICIDAD (aspectos como anuncios o avisos para mejorar el reconocimiento de la empresa, precios u ofertas que llamen la atención de los clientes o en qué lugar se ubica la empresa para hacerla competitiva) notó durante los 4 días jugados en el tycoon que le correspondió</p>	<ul style="list-style-type: none"> - No se evidencia, en ningún momento se evidencia publicidad para poder mejorar la empresa. - No se evidencia en ningún momento precios, solamente las propinas que uno recibe, y no hay promociones. - Según el juego, la empresa se ubica en una isla y por lo que se evidencia, no hay una competencia directa.

Matrix, Nicolás Felipe Serpa Mosquera

Fecha	Aspectos a resaltar del Tycoon	Aspectos que se deben mejorar del Tycoon	Tiempo jugado aproximadamente	Comentarios generales
29-06-15	Es muy divertida la dinámica del juego	No tiene ningún aspecto negativo por el momento.	20 minutos	El juego ha sido bueno, ha sido muy bueno por la parte de crear un propio zoológico.
30-06-15	Es muy ordenada la parte del tutorial ya que explican muy detalladamente cada cosa para crear tu propio zoológico.	Hay mucha lectura	25 minutos	Ya empieza a haber mucha más dificultad.
1-07-15	Cada vez que uno gana dinero, puede mejorar el zoológico. Ya sea comprando animales o adecuando las jaulas de los animales, como también agregando establecimientos de comida o baños.	Por el momento lo único cansoso es que los animales no están contentos en algunos aspectos, también que tiene muchas herramientas.	20 minutos	Muchas herramientas por manejar.
2-07-15	El juego es interesante a este punto ya que no es solo mantener los animales contentos con su ambiente sino también es mantener a las personas cómodas en el zoológico lo cual es un reto mucho mas grande	No dice que tan grande poner la jala de cada animal ya que algunas veces dice que el animal no está contento porque falta más pasto o tierra etc, falta un poco más de información sobre esta parte.	15 minutos	Falta información para el tamaño de la jaula de cada animal.

<p>Que aspectos de la parte GERENCIAL (toma de decisiones para el mejoramiento de la empresa, diferentes cargos o tipos de gerentes y el manejo de los recursos que se tienen en la empresa) que notó durante los 4 días jugados en el tycoon que le correspondió</p>	<p>En lo personal considero que la parte gerencial influye en todo, ya que toca crear el zoológico desde el principio, lo cual se debe tener una buena organización y saber distribuir muy bien los espacios para que sea agradable al cliente y que el ambiente del animal sea el adecuado.</p>
<p>Que aspectos de la parte FINANCIERA (la parte contable que se refiere al dinero que el jugador debe gastar en productos como materia prima, para hacer funcionar la empresa) que notó durante los 4 días jugados en el tycoon que le correspondió</p>	<p>En la parte financiera es de alguna manera muy básico y muy bueno ya que uno puede gastar a medida que las personas van pagando y se va ganando dinero, y digamos uno puede subir el dinero de las casetas de comida y casetas de regalos.</p>
<p>Que aspectos de la parte de RECURSOS HUMANOS (se refiere al bienestar de los empleados, los beneficios que reciben y la elección de personal por aptitudes) notó durante los 4 días jugados en el tycoon que le correspondió</p>	<p>En este aspecto no me quedó muy claro en que se ve reflejado en el juego pero digamos que lo asocio con la parte que cada empleado tiene su paga y que algunos son contratados para hacer una tarea en específica, ya sea aseo o cuidar los animales.</p>
<p>Que aspectos de la parte de PUBLICIDAD (aspectos como anuncios o avisos para mejorar el reconocimiento de la empresa, precios u ofertas que llamen la atención de los clientes o en qué lugar se ubica la empresa para hacerla competitiva) notó durante los 4 días jugados en el tycoon que le correspondió</p>	<p>En este aspecto digamos que no vi mucho ya que no se le permite a uno controlar formas de promocionar el zoológico digamos que los precios uno los acomodaba pero no se veía como un cartel que dijera los precios o cosas así, en esta parte lo vi muy flojo al juego.</p>

MANAGEMENT	Papa's Freezeria	How? And why?	Zoo tycoon	How? And why?
<p>Slowly clearly the 3 management roles in the game? Middle management First line managers, top management</p>	<p>No: because you are the employee, and you don't see the other positions, also you can't interact with the boss, and you can't hire new people for other charges.</p>	<p>Why: Is very important that in the tycoon, the player can differentiate the charges, and also, that the game have goals. How: For example, the tycoon should have a boss that supervises the employees. Also, that establish goals in order to improve the performance.</p>	<p>No: there are just the top management, because you are the owner of the zoo and you are the only one who take decisions, and there are no middle charges or first line management.</p>	<p>Why: Because is very important that the player have the capacity to deal those challenges to improve the management area. How: A good idea is that in the zoo there have sub-bosses, that each one be in charge of a specific area and they give you a constantly feedback, and give you problems of each area in order that you solve each one.</p>
<p>When the game starts, the employee have a training?</p>	<p>Yes</p>	<p>Why: the tycoon have a kind of tutorial, when they show you the areas of the production, when you have to take the order, when you are going to prepare, the blending, and finally the top station when you add the last addition. Also they teach you the time you have to blend the things you have to add. And observation is that, we know that the tycoon focus only in one area, the production area, so it needs more areas to make the tycoon more complete.</p>	<p>Yes</p>	<p>Why: Because at the beginning you have a tutorial a long tutorial when they show all the areas of the zoo, and also they teach you how to manage each area, for example the area of the animals to adapt the environment of the animals, or how create a rods for the people, and the jails for the animals, everything, so the tycoon have this part good developed.</p>
<p>There is an interaction with others employees?</p>	<p>No: You are the only one employee in the tycoon, there are no division of departments and you only interact with the costumers.</p>	<p>Why: Is the part of management is very important know all the areas in order to develop strategies or manage the products and the employees of each are so is very important. How: that they build different areas of work, for example the mail of the cash register, or the area of donkeys, and that these areas are connected to make the company work like one.</p>	<p>Yes</p>	<p>Because they work together for one purpose, for example the employee that feed the animals, the veterinarians, the person of general cleaning they work together in order that the animal be in good conditions and the environment they are too and the purpose is that the animal be good for the people and everything be in order in the zoo.</p>
<p>There is a possibility to organize an inventory of the products of the game?</p>	<p>No: because you only spend products and you don't have a limit of products, for example in the tycoon you have the possibility to throw a product a lot of times, so there are no possibility to organize an inventory.</p>	<p>Why: Is important to the manager part, because you see the need to save up products, in order to take care the money too, and it is a challenge for the player. How: that the tycoon generate you a limit of products, in order that you can't waste products, for example, the first day you have 4 clients and you only have 5 products so you only have the possibility to wrong 1 time.</p>	<p>No: but in some cases yes for example you have a limit of animals and you like an inventory, but for example you don't have a limit when you need for example stores, trees, bars, you have the possibility to put the amount of money you have to spend, so there is no possibility to organize an inventory.</p>	<p>Why: We think that in this part is not important have an inventory of trees, or stores, because you only have to take care of the animals, and it has a limit. And also because you buy bars but depending of the money you have so there is no problem if you want to buy 10 you have to know how to manage it.</p>
<p>The player has the possibility to interact with other areas of the company that manages the tycoon?</p>	<p>No: just in the production area, because you are the employee and you only interact with the people and prepare the order.</p>	<p>Why: is very important that the player be connected with the other areas, to improve the management area. How: A good idea should be for example, you have a high charge and that you be like in the game in charge of the production area, but also you have the possibility to supervise the other areas, and take decisions to improve some issues during the game, for example that the employees are taking the orders so slow and you can give them the order to improve this part or like other employee.</p>	<p>No</p>	<p>Why: because you have the total control of the zoo, and you can manage the staff area, the control of the animals, the commercial area, everything, but you have to control everything, and this does not allow communication between areas, you are all the areas. On this part zoo tycoon is very complete with this part, but there are some weakness for example that you can have the information of the each area but you can't control specific things on this area, for example you have the information of the employees that you have and what are their functions, but you can make that they have more functions, just the functions that the tycoon assigned to them. How: That the player can delegate other managers who help in the each area and that the player could give them the indications to handle the respective area.</p>
<p>Is there the option to manage the raw material of the game in terms of cost?</p>	<p>No: because you have the option to add for example cream strawberry or vanilla, but you don't have the exact price of each implement, you just waste products but without it affect your money.</p>	<p>Why: is very important know the prices of each element of the raw material, because when the player is wasting raw material it has to have an effect in the money that you have in the game, because it will make that the player manage the raw material in a good way in order to generate benefits and not debts. How: the good way to implement it in the game, could be assign a price for each product with the purpose of the player manage good or bad the raw material and it generate debts or benefits.</p>	<p>Yes</p>	<p>Why: you can control the raw material, for example when you are adapting a cage for an animal, you have to add for trees or stores, also you have to put the soil, if the animal need a tropical soil or savanna soil, all of those things have a price and you have to manage it in a good way to take care of your money.</p>

HUMAN RESOURCES	Papa's Freezeria	How? And why?	Zoo tycoon	How? And why?
Are there specific profiles in the Company for employee?	No: Because when you start to play, you don't have the opportunity to select an employee with a specific characteristics.	Why: we consider that it's very important to select the employees because it will make the player have the responsibility to select good the employees, and it will be better because depending of the employee the player will have a different result. How: It would be good that for example at the beginning of the game you have the opportunity to choose the candidate with a kind of C.V, but with the particularity that for example each candidate have for example a skill, could be faster taking the order, or the other one faster in the top station, or faster in the blend station.	Yes	Why: in the game you have different positions, for example you need some biologists, guides and scientific and you have the opportunity to choose one of these profiles.
Is there a selection of candidate	Yes	Why: At the beginning you have the opportunity to choose. If you want a male or female employee, and also you have the opportunity to choose the name of the employee.	No: you can't choose the employees, you just can click for a guide or veterinarian but you can't watch anything more if it's male or female, it should be random.	Why: it's important that the player know about the candidate and what are his strengths and weaknesses. How: A good idea is that the game should have the possibility to choose which the best guide, scientific are or veterinarian to hire, and that each profile has a different characteristics.
Are there steps to hire people?	No: because you only can choose 2 persons and the only information that you have is if the candidate is male or female, you chose the candidate not hire.	Why: it's important to consider the qualification of each profile in order to improve the sales or in order of efficiency. How: A good idea should be that the player have a list of 6 profiles, and that the player have the opportunity to do a test with each profile in order to know the abilities each one has. And choose the employee.	No: you just click in "look for personal" and you click for a guide or a specialist etc.	Why: it's not very important to chose the candidate in some cases, for example the person who is going to clean the jail of an animal, but for veterinarian it's very important to have a good selection of personal. How: that the tycoon give us the possibility to have 3 profiles and that each profile have a star for 3 specific items, the first for efficiency, the second one the speed in the healing and the third in knowledge.
Do the employees have training?	yes	Why: At the beginning the show you how to prepare the orders of the people, for example show us the blend station, the build station and the top station, it's like training.	Yes	Why: in the moment that you start to play, you begin with a training, in the training they start to show you the way to carry out, each one into the tycoon, for example they teach how to build a jail for an animal, or how to calculate the environment of each animal.
Is there constant evaluation?	Yes	Why: During the game when you are building in the next areas: order station, build station, mix station and top station, at the end you will have a rate for each are depending the score that the customer give you.	No: after you hire the personal you never watch the progress or the drop that each employee has.	Why: it's very important that in the tycoon you can see your progress but focusing in the employees. To take decisions all the time. How: A good idea is to implement an evaluation each month to watch what the personal that you have to change are, or what is the strategy that you are going to implement.
Is there opportunity to be promoted	No: Because in the game there are just one employee and that is why there are no boss or another charge, so there is no an opportunity to be promoted.	Why: it's very important because the player can work to be promoted, and if he is promoted, it's because is learning and applying the knowledge. How: The only think that we can develop in this point, should be that can compete via online with other employees and that could be a possibility generate ranges in the game.	No: because the employee works always in the same charge.	Why: it's very important in this tycoon that we can promote the employees because, when we focus in different things, for example have an expert employee or something like that. How: The employees should have the opportunity to improve and rise in the enterprise, for example the guide has a lot of clients they could be promoted to specialist.
Are there benefits for employee?	No: the only benefits are just for the establishment, because when you earn more and more money you can fix the place and add some decorations; also you have the possibility to improve the operating machines. Maybe the only benefit for the employee is that you can buy a cap for the employee.	Why: We think that for this tycoon it's important because is related with the customer's support. How: A good benefit is that when you are playing the game and you begin to earn more experience the employee have powers for example to stop the time for 15 sec in order to earn time to build an order or something like that.	No: we can do nothing extra for the employees, just pay their salaries and that's it.	Why: because it generate an extra for the tycoon and it will help to strength the HR part in the tycoon. How: A good idea for this game is that you can give for example some recognition for the guide who helps more to the clients and then have the employee of the month. Or that his salary increase.
Are there awards or recognition for employee?	No: the purpose of the game is just the operating part so there are no place to reward or taking in to account these part.	Why: we can handle the part of incentive to the employees in this part. How: A good idea could be that in this part of the game, we manage the points that the customer give to the employee in order to create a unique objects, and the only way that the player can take access to those "unique objects" is through the points. The unique objects could be new hair styles or, new clothes and accessories.	No: they work all the time and the year pass without have the opportunity to have some recognitions or awards.	Why: because this tycoon is lack of this part of motivation to the employee. How: we can promote the employees to other charges, for example that the employee begin like a cleaner, and then he will improve and get promoted to other charge.
Are there laws?	No: There are no laws in the game, and for us it's a bad idea because for example when you are playing and you have a mts take building an order, you can know the order and build a new order without a punishment.	Why: because the player will know that a mts take have a consequence. How: A good idea to improve this part is that the mts takes have a punishment with the salary of the employee.	No: the laws don't are important in this game.	Why: it's important because it will handle laboral issues. How: a good idea is that the tycoon generate some issues daily, and the player have to take a decision to solve the problem and put a punishment.

FINANCES	Papa's Freezeria	How? And why?	Zoo tycoon	How? And why?
The game allows to maximize the value of the company?	No	Why: The game doesn't allow maximizing the value of the company because the Papa's Freezeria game doesn't give the information about how much money the gamer has in the game, this is important because with this information the gamer can to implement strategies for multiply the inversion. How: To put a goal in the game in order to increase the level in sense of a valorization	Yes	Why: because in the game you earn money and money and you accumulate. Also you can sell everything in your Zoo, the animals and the places, so you can recover part of the money that you invest.
The game allows to take decisions about the financial strategies?	No	Why: The game does not allow implementing finance strategies because there isn't a capital asset therefore the gamer can't analyze and take decisions. How: Give several options at the moment of make any change; this is with the objective of that the gamer can take a decision accordingly the options.	Yes	Why: because you can choose which animals or which are the elements that you are going to use in your Zoo, so you can choose different prices depending of the money that you have.
The game gives information about information about the assets and liabilities ?	No	Why: The game doesn't have any information about the assets and liabilities this is necessary because with this information the gamer can make strategies to win. How: To put a table where the gamer can see all the necessary information for create a balance sheet for know how the money that the gamer invest is in the moment.	No	Why: because you can't have liabilities in the game, if you don't have money, you can't ask for more to any enterprise or company or the game. When you don't have money you lost. How: the simulator should have some options to give you the opportunity to received a credit for try to recover the money that you invest at the beginning.
The game allows take decisions about the current assets	No	Why: The game does not allow take decisions about the current assets because the game is focused only in to deliver the order that the costumers wants and also with this action the gamer receive a satisfaction score and the digit of the tips. How: In some cases in the game can appears a table where the gamer can take decisions about the game for example sales of machinery.	Yes	Why: because you can sell everything that you buy with just a click and you can recover part of the money that originally cost the current assets.
The game allows buy and sell the fixed assets?	No	Why: In the game only the person can buy fixed assets for example machinery, décor and furniture but the game does not allow sell these fixed assets. How: Include the option of sell but in a lowest price.	No	Why: because you can sell everything, except the place of the Zoo. How: you should try to sell the Zoo and the stuffs with time, not just with a click because is not like in the real life.
The game allows calculating the funds required for the of the performance company	Yes and No	Why: The game there is not specific information about the final profit that is in the end of the day but in the game the gamer can know what are the aspects that the game evaluates. (Order station, build station, mix station and top station) and these aspects can to change the final profit	Yes	Why: because you received money at the beginning of the game, and you have to calculate how much to spend in the Zoo, other thing is for example that you have to calculate how much to spend in employees. But the game doesn't give you the tool, but gives you the prices how cost each employees every month. So this is a good thing for the player because have to do the calculations.
the game gives the tools for planning and controlling the financial management ?	No	Why: The game does not gives the tools to can planning and controlling all the area of finance, only gives tool for improve the machinery. How: An idea is put an option in where the gamer can have many options to planning and controlling the shop.	Yes and No	Why: because the game doesn't give you the information for controlling the financial part, but doesn't give you the tools for planning, this is a job for the player but is difficult if you don't know how to planning. How: the game should have a tool for make easier to play and for have success in the game.

FINANCES	Papa's Freezeria	How? And why?	Zoo tycoon	How? And why?
The game gives information about the capital asset of the owner?	No	Why: in the beginning the game doesn't have a capital asset and this capital asset is necessary and important for the gamer because is the way to know how much money the gamer has. How: To put a table of incomes and liabilities so that the gamer knows his capital asset.	Yes	Why: In this simulator the gamer has a capital asset and with this tool the gamer can invest in machinery or implements of the zoo, ground and the animals .
The game allows establishing strategies for the depreciation of the liabilities?	No	Why: There is no strategy wherein the gamer can do analysis techniques about his/her liabilities and revenues and this is necessary because the gamer can generates different strategies and also the gamer can has a control. How: To give options so that the gamer can decided which liabilities pay and also to know where to invest.	Yes	Why: The game allow to resell the products with a lowest cost with the objectiv of obtain some money for the debts
The game gives information about the goods and services are offered?	Yes and No	Why: The game gives the information about the products but not the prices of each product. How: To put a table wherein the gamer can see the products whit its prices with the objective how can to control his capital.	Yes	Why: The game has the information about the Price of the services that are inside of the zoo installations, for example the entrance, additional services and all about the sales inside the park
The game gives information about the costs generated for the goods and services offered?	No	Why: The game doesn't has not a single financial report. This is necessary in order to know which is the capital asset that the company has at the moment. How: To put a balance sheet in the menu to know which are the resources and liabilities that the company has in the moment.	Yes	Why: In each service that the gamer wants to implement for example the service of the veterinarian has a cost in this case is about 500 or 1000.therefore the game gives the information about the costs of each service or product.
The game gives information about the operating expenses?	Yes	Why: In this game is divided in two parts or aspects. The first is with the salary of the employee that is weekly and the second aspect is that the gamer can improve the machinery.	Yes	Why: In this game always show the monthly payment of the employees of the zoo, in addition the game allow to create a good environment for the customers.
The game allows calculating the depreciation?	No	Why: In this game the machinery is not wore away. If the game had depreciation the gamer would can a control about the capital asset of the company. How: In each thing of the company put a slash wherein show the level of use of the machinery with the objective to know how much money save for the coming damages of the machinery.	No	Why: The game doesn't show if the cages, shops and machinery are with damages. If the game had depreciation the gamer would can a control about the capital asset of the company. How: In each thing of the company put a slash wherein show the level of use of the machinery with the objective to know how much money save for the coming damages of the machinery.

MARKETING	Papa's Freezeria	How? And why?	Zoo tycoon	How? And why?
In the Tycoon are some publicity or advertising that promote the product or the service?	No	Why: because in the game you earn the clients but depending your level, but you can't put some advertisement for make your business to grow. How: the tycoon should have some options to put advertisement and invest in marketing for make the business bigger.	Yes and No	Why: the game gives you the opportunity to invest in marketing for make your Zoo more recognise and to make that more people go, but you just have to increase the money that you are going to invest. How: you should decide which kind of advertising are you going to use.
The game has a particular defined sector?	No	Why: because in the game you just have a particular clients and you don't decide which is your niche. How: you should choose what kind of people do you want for be your clients for make more easy to serve the clients.	No	Why: because you can't choose the clients, you just look people in your zoo but they don't have some particular similitudes. How: putting a niche or a particular advertising for childrens who are the most interested in Zoos.
The game gives information about levels of satisfaction of the clients?	Yes	Why: when you give the milkshake to your client, he/she says how much he/she likes it and give you a ranking with a number which says how much the client is satisfy.	Yes	Why: in the game you can see how happy are the clients in an option that the game has, but you just see in general not in particular.
The game allows to put advertising inside of the establishment?	Yes	Why: because the simulator has the option to decorate the place and in this you can put advertisement about your new products, your new flavors and also about your own business	No	Why: in the simulator you don't put any kind of advertising. You can't watch or put anything related with publicity. How: you should choose the publicity and the advertising for promote your business and for make it more recognized.
The products or services in game have prices?	No	Why: because in the simulator, the clients only give you the tip and this depends of how do you prepare the milkshake. But the milkshake doesn't have a price. How: the game need to put the prices, because the prices depends of the raw material.	Yes	Why: the simulator gives you the option to put the price for Children and for Adults, and that is good because only you know how much do you spend in your zoo.
The player has the opportunity to speak with some suppliers for make promotions?	No	Why: you even know who are the suppliers, you just have all the materials in the shop and you don't have to worry about that. How: you should know who are the suppliers and in some occasions make promotions for your clients.	No	Why: because the game is the supplier, but is not an external people, so you have always the same prices when you buy animals or places where to put the animals, so for that reason is not possible to make promotions. How: you should have the opportunity to choose between different places where to buy the animals for look which place is better to buy, and with this you can make promotions for clients.