

Marketing course with Travel agency simulation at Zealand Academy of Technologies and Business, Denmark



How can teachers help their students understand the complexity of doing business? Zealand Academy of Technologies and Business does it by introducing online Revas Business Simulation Games into their Marketing curriculum.

About Zealand Academy of Technologies and Business

Although formally founded in 2008, Zealand Academy of Technologies and Business roots in regional educational institutions with more than 100 years old heritage. That is why traditions are important part of the academic culture. At the same time, the academy strives to stimulate teachers to introduce progressive teaching methods to offer up-to-date quality education programmes. Seeking ways to put business theory in a real-life context, Zealand decided to enrich their marketing courses with business simulators.

Why do we implement our simulations at Zealand Academy of Technologies and Business?

Poul Faarup, Head of Study, Business and Marketing programmes at Zealand, explains the reasons for introducing Revas Business Simulation Games into their curriculum:

“As an Academy having educational programmes within the line of Business and Marketing Management we strive to give our students not only an understanding of the theoretical framework, but also we try to teach them to act and take decisions. The latter can be difficult if you only base the teaching on textbooks and cases.”

The solution

Zealand started their adventure with the online business games with the Travel Agency game supplied by Revas. After a “pilot workshop” with one class, they used it at all the first semester Marketing classes.

“We used the game in a two-day’s session (two full days) and as a compulsory task in the programme. After each round in the game and in finalizing the game, the playing group should orally and in writing present their reflections on their results and decisions” – Poul explained.

Last autumn over 100 students played in groups and against each other. Twelve teachers were Game Masters and handled the leading and supervision of the process.

Based on the very good results in both motivating the students and in facilitating learning, Zealand have now decided to use the game as an ongoing process in the semester. Groups will be formed at the beginning of the semester and playing the game will take place in three days: at the beginning of the semester, at the middle and at the end. Thereby we can use the game as a mean to teach the students about the concept of a business, actual decision-making and finally reflections and relations to business and marketing theory.

What do clients say about our simulations?

“Combining the fun of gaming with the competitive element and decision making resulted in the most engaged and motivated students I have seen in a long time.”.



The results

“The result was exceptionally good. Not only did the gaming create a high degree of motivation and commitment among the students but also, they really understood the complexity in Marketing and in doing business. The complexity of promoting a product or service such as travels unfolded for the students as they faced decisions regarding HR, promotion, pricing, distribution etc. An additional benefit was that it encouraged and promoted teamwork and group dynamic.

Revas Business Simulation Games are very recommendable, easy to understand and play – and a great instrument in a learning process.” – Poul concluded.

Do you think Revas Business Simulation Games could enrich your course as well? Visit www.revas.online for more information or reach out to us at contact@revas.pl.