

In the know...

RUSSELL BUTLER



Budding young Richard Bransons are being given a chance to show off their entrepreneurial skills with a new PC-based game. Business 550 spoke with Russell Butler of PIXELearning, based at the Coventry University Technology Park

Q Why did you develop The Business Game?

Schools now have a requirement to deliver five days of enterprise education each year to 14-16 year olds there has been increasing pressure to discover new ways to deliver this training. Some schools have looked to enterprise charities to help deliver this education but it has proved costly. The Business Game, however, delivering a simulated business environment within which students can learn the basics of business, represents a very attractive cost-effective option.

How does the game work?

It has been created for classroom use and is ideal for groups of three. All decisions which are made during the game can be first debated before a decision is reached and the justification is typed into the game - for later assessment by the teacher.

How long does the game take to complete?

The game has been designed to give an introduction to business and enterprise and

lasts for about an hour. The simulation runs the users through the pre-market stages of establishing a company, its products and the route to market all the way through a three year trading period. During this trading period the user has the option of deciding how fast and how long they would like the simulation to run.

What will the pupils learn?


It gives students an idea of what it is like to run a company and introduces them to the key areas within any enterprise. Not only does the game help foster the development of the next Richard Branson, but it also makes all students more marketable in the world of work. The game brings together all of the pupils learning in a simulated business environment wherein real world skills can be learned, practised,

and refined.

Is the game available nationally?

Indeed, and it has just been added to the Curriculum Online List, where verified eLearning products are available for purchase. Since this listing many more schools have become aware of The Business Game and its popularity is growing. This games-based approach, however, is new to many schools and many are, therefore, taking advantage of the PIXELearning five day pre-purchase trial.

Colleges and universities?

The game has already being sold to sixth form centres, colleges and universities. PIXELearning is also creating considerably more advanced simulations which are capable of running alongside, for example, a 12-month MBA. To be launched next year, the system is called LearningBeans® and has been developed for non-technical learning professionals. It allows those who deliver learning and training to customise their own business scenario within the complex business environment created by PIXELearning. 

Useful information

PIXELearning

www.pixelearning.com

Q

WHERE IS YOUR FAVOURITE PLACE TO EAT IN NOTTINGHAM?

DAVID BROWNE

Partner, Cooper Parry

"Of the huge choice of restaurants in Nottingham my favourite working lunch destination is Sinatra's. The menu is a mixture of traditional and modern bistro favourites. The service is faultless and the atmosphere warm and relaxed, perfect for a business lunch with clients. Everyone I have taken there has been extremely impressed with the menu choice, excellent customer service and comfortable surroundings. Sinatra's offers me everything I need for the perfect lunch."

PAUL NEWELL

Partner, Clearwater Corporate Finance

"My favourite place for a relaxed lunch is The Fat Cat (on Chapel Bar). It has an excellent menu - including an All Day Breakfast that usually tempts me after the Bran Flakes of a few hours before, along with good service and comfortable seating. I consider myself an expert at sitting down, as I do it all day, and Fat Cat's cool sofas are a pleasure. World Service, on Castle Gate, is hard to beat at the more pricey end. I think the food is excellent, and their Virgin Mary is also good enough to keep me off the wine at lunchtime, which is always a good idea."

BEV COOK

Marketing Manager, Grant Thornton

"For me it has to be Delilah's - a recently opened deli in Nottingham that has relaxed surroundings and a small coffee bar area where you can enjoy a glass of wine or freshly-ground coffee with an assortment of fantastic cheeses, cold meats and pickles. The ideal place for a chat about business that isn't going to take too much time out of the day!"