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UManager

A serious game for entrepreneurship education

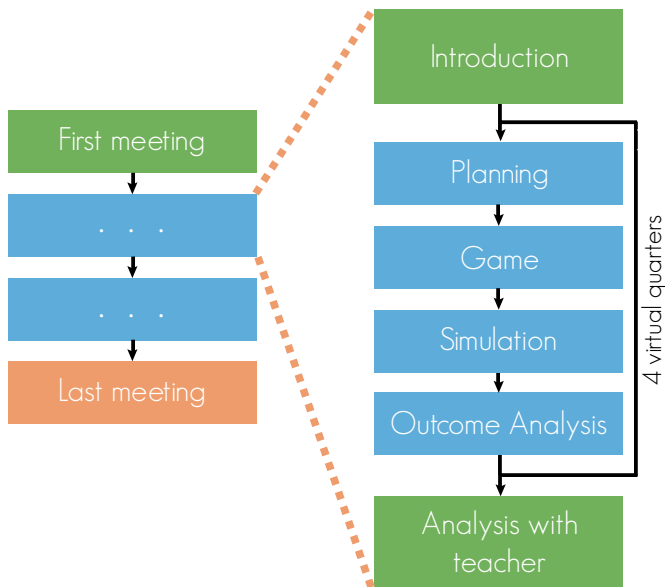
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An educational path example



uManager

uManager is a management game designed to promote the development of young students' entrepreneurial skills. The game offers young people the opportunity to deal with the management of a touristic village, stimulating decision making and problem solving skills in a reality-oriented environment.

Who is the target

uManager is designed to be used in secondary schools. The learning model contained in the game allows students to obtain economic-financial principles, even if not present in their curricular activities.

What the player can do

Choose the market segment	Define the marketing strategy
Build the resort	Define the employee policies
Define the selling prices	Read information about customers
Get access to bank credit	Analyse the performance of the resort
Build knowledge through learning resources	Answer questions to test the player's knowledge

How to play

uManager provides a training that proceeds with increasing levels of difficulty, through the activation of game mechanics that allow an increasingly deeper management of the resort. The simulation divides each year in four quarters. At the end of each of these quarters the player can analyse the outcomes through a series of tools (e.g. graphs and financial recaps) and make decisions (e.g. choose a different advertisement channel to better reach his target market segment) to improve the overall quality of his resort.

How to use the game in teaching

uManager is developed to be customized and to meet the specific needs of teachers and their classes.

The student can play alone or in groups (for example the class) to compete in a common market. The teacher can design the experimentation activity, subdividing the class into groups and defining in detail the game model.

uManager is an effective teaching tool for activities like the school-work alternation as it promotes immersive and experiential learning. It offers to students the opportunity to learn on the field as if they were in a real job environment, because the game reaches the right balance between the realism of a simulated system and the effectiveness of a learning path.

