# INSTRUCTOR GUIDE

## *USING GOVENTURE IN*
## *YOUR LEARNING ENVIRONMENT*

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# GOVENTURE® – LIVE THE LIFE OF AN ENTREPRENEUR

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## WELCOME

This Instructor Guide is provided to help you use MediaSpark's *GoVenture – Live the Life of an Entrepreneur* simulation in your classroom or computer lab.  If you are not already familiar with the award-winning *GoVenture* business simulation, we invite you to visit the *GoVenture.NETwork* at www.goventure.net or to contact us at 1-800-331-2282.

An electronic version of this document is also available on the *GoVenture.NETwork*.

## ABOUT *GOVENTURE*

*GoVenture – Live the Life of an Entrepreneur* is the most realistic business simulation ever!  Like a "flight-simulator" for business, *GoVenture* lets students experience the process of starting and running their own business...

- Easy to Use
- Visual and Interactive
- Creates Excitement
- Increases Enrollment
- Enhances Business and Life Skills

*GoVenture* is designed to supplement your existing course or curriculum.  With *GoVenture* you can teach Marketing, Entrepreneurship, Business, Economics, and Office Applications with a real-world theme.  Everything you need is included: CDs, Books, Lesson Plans, Activities, Test Banks, Certificates, and more – all at an affordable price!

*GoVenture* lets your students  "gain years of business experience … in minutes!"

# *GOVENTURE* RESOURCES

Every *GoVenture* Educational license includes the following resources:

### CD-ROM Simulation Software
A highly visual, realistic, and interactive business simulation software program that emulates the startup and operations of a business. The CD-ROM includes over 6,000 graphics, animation, sound, video, and detailed information about entrepreneurship that challenges students to balance the demands of starting and growing a business with their personal lives.

### Help and Walkthrough Document
A 10-page document that provides a visual tour of the *GoVenture* simulation, and can serve as a handy introductory resource for you and your students.  The document is accessible on the *GoVenture* CD-ROM, and can be viewed and printed.
(Note that the contents of the *Help and Walkthrough* document are similar to the first chapter of the *Experiencing Entrepreneurship* Book.)

### Experiencing Entrepreneurship Book
A 120-page resource book that outlines the basics every aspiring entrepreneur needs to know in an easy-to-read, summary format.  The book addresses key business issues and describes the underlying logic behind the *GoVenture* simulation program.  For you and your students, this book will complement the *GoVenture* CD-ROM simulation by serving as a valuable resource throughout your course or program.

### Learning Guides and Activities Workbooks – *Instructor and Student Editions*
Lessons and activities designed to bring entrepreneurship education alive in the classroom.  Every key decision an entrepreneur needs to make in starting and running a business is addressed with a corresponding activity from the Learning Guide.  These Learning Guide activities help students better understand the decisions that need to be made within the *GoVenture* CD-ROM simulation.

### GoVenture.NETwork – *www.goventure.net*
A free website containing a wealth of business tools, activities, games, and collaboration opportunities for you and your students.  The *GoVenture.NETwork* also includes a locked *Instructors and Facilitators* area where you can access additional teaching and learning resources that support the *GoVenture* CD-ROM simulation. Some of the resources available include test banks, certificates, evaluation tools and additional Quickstart scenarios.  (Note:  Access to the locked areas requires an active *Value Option* subscription).

In addition to the above resources, every *GoVenture* CD-ROM simulation is directly linked to the *GoVenture.NETwork* through the globe button, visible on every simulation screen.  Clicking the globe button will take your students directly to helpful information specific to whatever issue or decision they are currently dealing with in the simulation.  For example, if you are viewing the Employees section of the simulation, clicking the globe button will display information on how to hire and manage employees, as well as helpful hints on how the *GoVenture* simulation works behind the scenes.

### Value Option Subscription – *Limited Time Free Subscription*
Provides you with:

- Free software upgrades for the same version (e.g. 1.5 to 1.8 but not 1.5 to 2.0).
- Discounted price when upgrading to a new version (e.g. to 2.0).
- Permission for teachers, facilitators and students to use the CD at home (up to the maximum number of users permitted by your License).
- Free Customer Support - telephone, email, and via GoVenture.NETwork.
- Access to the locked Instructor & Facilitator areas of GoVenture.NETwork.
- Permission to duplicate print and online materials for licensed users, within the *GoVenture* Duplication Guidelines.

    (Note:  To activate your Value Option Subscription, please refer to the documentation included with your purchase).

In addition to the resources just described, you will also find the following features within the *GoVenture* simulation very helpful:

### Slide Show Presentation
A narrated 8-minute slide show that provides an overview of the entire simulation. (Sound required).  This slide show is accessible by clicking the *About GoVenture* button when you first start the simulation.

### Walkthrough Window
A small window that takes you step-by-step through the main areas of the simulation. The Walkthrough Window will automatically pop-up when you choose to start a *New* simulation.

# GETTING STARTED

The following approach is recommended to help you and your students get started with *GoVenture:*

1. Browse through all of the resources that are provided with *GoVenture* to get a better understanding of how everything fits together.

2. Review the *Help & Walkthrough* document, or the first chapter of the *Experiencing Entrepreneurship* book to become familiar with the simulation.

3. Insert the CD-ROM into your computer, select *Play GoVenture* and then choose the *About GoVenture* option to watch the Slide Show presentation.

4. Once the Slide Show is finished, choose *Setup GoVenture*.

5. If you have at least 30 minutes to closely review *GoVenture*, then choose the *New* option, otherwise choose *Quickstart.*

   With a **New** simulation, you are required to make all Personal and Business Profile startup decisions before being allowed to begin running your business. When you start a New simulation, the Walkthrough window will pop-up – you may choose to follow the directions in this window, or close it altogether.

   A **Quickstart** enables you to immediately dive into a preset business, without having to complete the Personal and Business Profile sections. With a Quickstart, you can review all Business and Personal Profile selections, but cannot change them (Except for the Personal Discovery, Wish List, and Hours sections.)

   > *Notice that every decision portal in the Personal and Business Profiles corresponds to an activity in the Learning Guide, as well as a section in the Experiencing Entrepreneurship book.*

6. Explore the various areas of your business to become familiar with the different screens within the program and the types of decisions that need to be made. If you run your business long enough, you will experience a variety of events that will challenge you along the way. Also be sure to view the *Help* information that is available to guide you through the program. Click on the yellow button with the question mark to access this feature.

Once you are familiar with the simulation, try starting and running a business of your own to get a better sense of how *GoVenture* works.

# *GOVENTURE* AND YOUR CURRICULUM

## POSSIBLE APPROACHES

*GoVenture* is a comprehensive program designed to supplement and enhance your existing course, program, or curriculum.  It has been specifically created to provide you with a broad and flexible range of options.  You may choose to use *GoVenture* at the beginning of a course, at the end of a course, or throughout an entire term.

### Using *GoVenture* at the beginning of a course
By using *GoVenture* at the beginning of a business course, students immediately gain "hands-on" experience in the issues involved, and the decisions that need to be made, in running a business. This experience provides them with considerably more insight into what they need to learn and why, making them more likely to participate in class discussion and to ask thoughtful questions.  Lectures and textbooks become instantly transformed into valued sources of information when connected to *GoVenture's* "hands-on" experience.

### Using *GoVenture* at the end of a course
By using *GoVenture* at the end of a business course, students can apply the knowledge, lessons, and techniques they have learned throughout your course to a highly realistic, simulated business setting.  *GoVenture* provides students with the opportunity to gain experience and to make the important connection between business theory and practice.

### Using *GoVenture* throughout a course
*GoVenture* is essentially an entrepreneurship laboratory where you students can go every week, or every day, to apply the information and concepts you are teaching about in class.  Throughout your course, students can continually use *GoVenture* to experience and experiment with the knowledge they are gaining.

Choosing what is right for you depends upon the amount of time you have available to include *GoVenture* in your curriculum, and your desire to use the many *GoVenture* resources that are available.  If you only have limited time, you may want to use the Quickstart scenarios and have students focus more on daily business operations.  If business startup is a key element of your curriculum, you may choose to have students spend additional time on the Personal and Business Profile sections of the simulation, making all the decisions for themselves – and perhaps using the activities in the Learning Guide for assistance.

## HOURS REQUIRED

Within the *GoVenture* simulation, time works under a constantly running virtual clock.  In general, it takes 1 to 3 hours for students to become familiar and comfortable with *GoVenture's* various screens and the daily decisions that need to be made.  Within this

period, they will likely have experienced many of the challenges and issues they will need to understand in order to reach success.

As a general rule-of-thumb, you can count on every hour your students spend working with *GoVenture* equaling about a month of operating time for their *GoVenture* businesses. Playing under the default setting, one year of *GoVenture* business time will take about 10 hours of playing time. The basic speeds at which the clock can be set are listed in the following table.

| TIME SETTING | EQUIVALENT *GOVENTURE* TIME FOR 1 SECOND REAL TIME |
|---|---|
| Very Slow | 1 second |
| Slow (default setting) | 30 seconds |
| Normal | 1 minute |
| Fast | 5 minutes |
| Very Fast | 10 minutes |
| Super Fast | 20 minutes |

On average, 10 to 15 hours with the CD-ROM Simulation will provide students with a full GoVenture experience.

## MATCHING BUSINESS SCENARIOS TO THE CURRENT TOPIC OF DISCUSSION

*GoVenture* can be used to provide targeted learning, by directly corresponding to the current topic at hand. For example, in one scenario you may wish to instruct students to focus exclusively on profitability, while in another you may want them to focus on successfully balancing work and home life.

## SAVING AND RESUMING SIMULATIONS

*GoVenture* simulations can be saved and resumed at any time. This allows students to continue to build and work with an existing business over an extended period of time.

## CREATING YOUR OWN QUICKSTART SCENARIOS

You can create businesses with specific startup settings and turn them over to your students to operate. All you need to do is start a new simulation, make the desired decisions, and then save the simulation. Students can start running the customized simulation you have saved by using the "*Resume*" feature.

## FACILITATED AND SELF-DIRECTED LEARNING

*GoVenture* is designed to be used in facilitated and/or self-directed learning environments.  Students can dive in on their own, exploring and discovering their *GoVenture* businesses with limited supervision, or can be directed step-by-step through the various aspects of starting and running a business.

Students only need the *GoVenture* CD-ROM simulation to begin exploring and learning.  However, the additional resources provided can add value to their specific areas of interest and their overall business learning experience.

## INDIVIDUAL AND GROUP LEARNING

*GoVenture* can be used for individual or group learning.

Students can run their own businesses and make all of the necessary decisions.  They do not compete directly against each other, but with other virtual competitors programmed within their simulations – and of course they compete with themselves in order to successfully grow their businesses.

For group learning, students can work together to make decisions and/or they can be assigned specific business areas to champion – such as Operations, Finance, Human Resources, and Marketing.  Groups of up to 5 students per business/computer can work effectively.

## EVALUATING SUCCESS

*GoVenture* provides various business and life balance measurements, such as revenue, profit, net worth, market share, customer satisfaction, employee morale, sleep/family/work hours, personal stress, and more.  This allows you and your students to focus upon and to evaluate a diverse number of success points.

Please refer to the *Experiencing Entrepreneurship* Book, Chapter-6, "Evaluating GoVenture" for a thorough overview of how to best evaluate student performance.

In addition, be sure to visit the *GoVenture.NETwork* Instructors and Facilitators area to access the *Success Evaluator* program – a helpful tool that lets you load student-saved simulations and score them based upon a number of weighted factors, which you control.

# WE WANT TO HEAR FROM YOU!

At MediaSpark, we are committed to providing our customers with the best support in the business! We make every effort to design easy to use, robust programs that run on various computer platforms and require little or no installation. However, if technological difficulties still arise, we are here to help. Toll free telephone, email, and fax assistance is readily available. We will call you back quickly and promptly, and stay with you until all of your issues are resolved. Our primary goal is to provide you and your students with a successful *GoVenture* experience every time.

We invite you to stop by the *GoVenture.NETwork* often, to learn about new features we have added to *GoVenture* and new simulations we are developing.

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