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BUSINESS SIMULATION AS AN INTERACTIVE METHOD FOR TRAINING ECONOMISTS

Simulation, Capsim Foundation, Cesim, Edumundo, Blue Ocean Strategy Simulation (BOSS), Capsim Capstone Business
Education Simulations, Traction. Harvard Business Publishing Reality Works Business

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In the article, the authors identified the essence of the main categories of research: simulation, computer simulation, business simulation. Business simulation is viewed as an interactive method for training economists, which has a system of rules and objectives and is aimed at forming a set of competencies that will help the student in subsequent economic activities. Business simulation has a clearly defined educational goal — the development of practical skills and competencies by the participants. The authors identified the key advantages of using business simulation, including: differentiation and adaptability of model changes; an integrated approach to the study of an object, verifiability of various approaches, the possibility of solving a variety of problems. The authors noted the disadvantages of using business simulation: psychological characteristics of the transition to innovative methods of training students, poor awareness, lack of digital competencies, low motivation of teachers, problems with access to resources and tools. With the use of a systematic analysis of the advantages and disadvantages, the expediency of introducing business simulation into the educational process in higher educational institutions for students of economic training is substantiated. The authors analyzed the experience of using business simulations popular in foreign universities and business schools, including Blue Ocean Strategy Simulation (BOSS), Capsim Capstone Business Simulation, Capsim Foundation, Cesim, Edumundo, Online Simulations Harvard Business Publishing Reality Works Business Education Simulations, Traction. The authors considered Russian projects of business simulations: Business course: Corporation Plus, Nixdorf “Exchange”, Nixdorf “Delta”, ViAL+. The authors identified economic disciplines, in teaching which business simulation should be used (accounting and audit, economic theory, finance, enterprise economics, management, trade, investment analysis, marketing). This will allow updating education and bringing new business graduates to the market and, as a consequence, increasing the efficiency of the national economy. It was emphasized that further research requires studying the experience of using business simulation games in universities and business schools.

Keywords: simulation, modeling, business simulation, educational technology, information technology, economic education, efficiency of the national economy.

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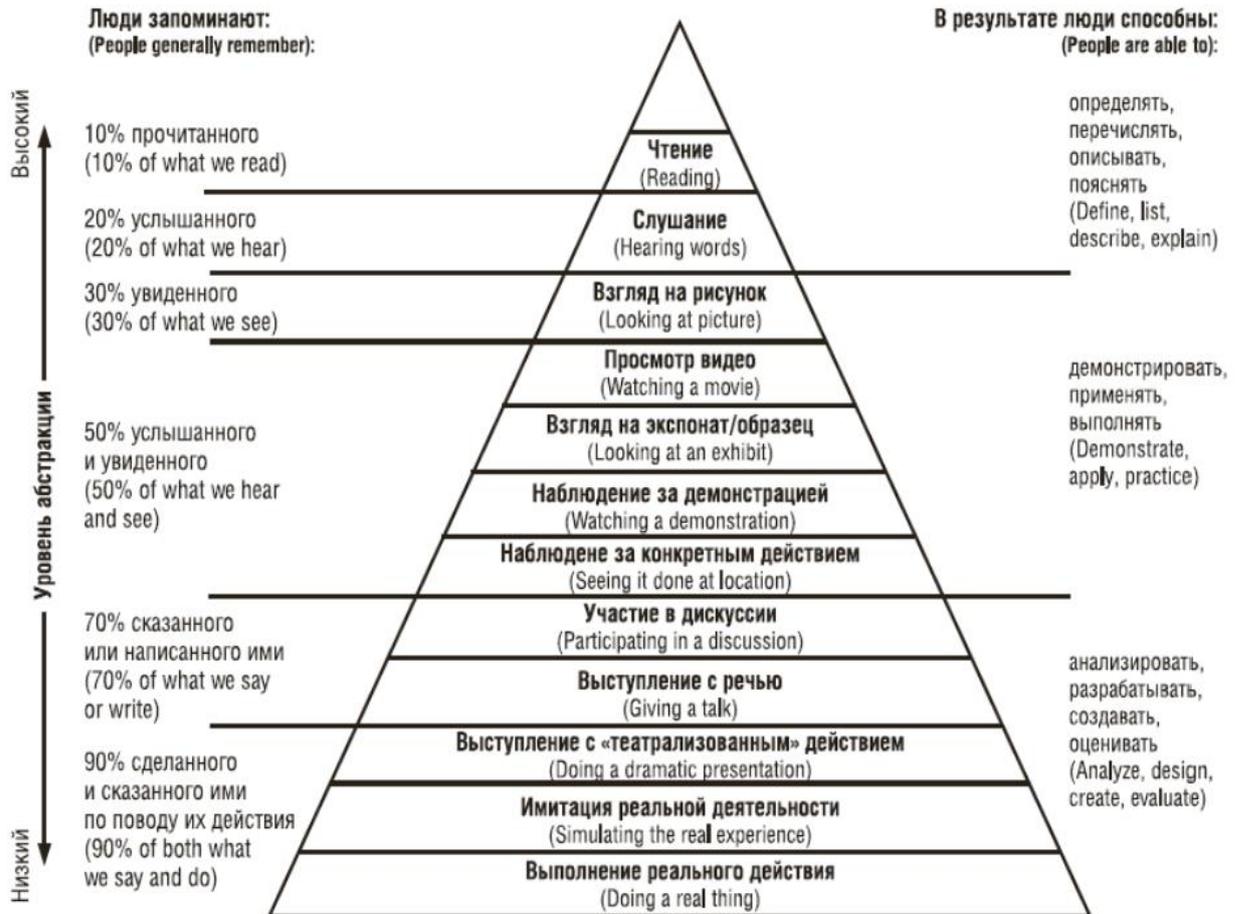
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