



# CASE study



**“GoVenture is so visual that you can understand it even without English-language skills.”**

## **Corvinus University, Budapest, Hungary**

An interview with David Tarody, PhD Student  
Faculty of Business Administration  
Leadership and Strategy Department

● *“It is the highlight of the year.”*

“It is the highlight of the year,” says David Tarody, as students in the Business Administration program at Corvinus University assemble in the computer lab for a head-to-head multi-player competition using the GoVenture Small Business simulation.

“We use GoVenture Small Business intensively in our education programs,” says Tarody, an instructor at Corvinus University which is housed in a Renaissance palace on the banks of the River Danube in Budapest.

Tarody is a PhD student and an instructor of business strategy with the Faculty of Business Administration at Corvinus. His job is to give students practical experience with business operations, so that they can apply their academic learning in business strategy.

The 14-week program is jam-packed with senior-year undergraduate students and students from the MSc program. “They come here after having learned marketing, logistics, finance, and business controlling,” says Tarody, who was hired, in part, to teach business strategy using the GoVenture simulation.

“Corvinus was using GoVenture for four years before I started teaching there,” says Tarody. “I spent a few weeks working with the simulation, to figure out how everything works, and to develop a plan for teaching with it.”

His strategy, which he has refined over time, is to get students working with the GoVenture Small Business simulation right away. “The first week of class is spent learning the interface. Those first few classes are often a shock for the students.”

That student shock does not come from the technology, says Tarody, but from their first exposure to business operations. “In Hungary, the educational system focuses on theoretical knowledge. Students come to my class with excellent knowledge of technology and business theory, but they do not understand how to run a business, not even a very small business. With GoVenture, students can see the effects of their business decisions right away. They soon realize that even running a business as simple as an ice-cream store can be a challenge.”



● *“With GoVenture, students can see the effects of their business decisions right away.”*

- "...easy for me to manage student records, so I can see how their businesses are doing."



- Tarody says he can often predict how well a student will do with business modeling based on their success with the GoVenture simulations.

- "Nothing else teaches strategy as effectively."

After a week of experimentation, Tarody puts his students to work on a major assignment. Each student is required to start and operate a virtual business of Tarody's choosing. They run the same simulation for several weeks. Grades follow profits. Bankruptcy, even with a virtual business, is to be avoided.

"One of the things I like about GoVenture is that students can use the software in class or at home. It is also easy for me to manage student records, so I can see how their businesses are doing."

The challenge of running a profitable virtual business is almost as demanding as running a real business. GoVenture Small Business runs in accelerated real time. It presents the same time pressures and obstacles that real business people face.

And while the simulation does provide instant business feedback to the students, it does not re-stock inventory, or deal with employee absenteeism, or develop the marketing initiatives that bring customers in the door. The student-manager has to accomplish all those tasks while the clock is ticking.

**"GoVenture has found a good balance between features and complexity. It reminds me of the original Sim City game," says Tarody, who also points out that language has not been a barrier for his mostly-Hungarian students. "Most of them can speak English, but GoVenture is so visual that you can understand it even without English-language skills."**

Halfway through the semester, Tarody uses GoVenture Small Business in another way. Students go head-to-head in multi-player competitions where they have to chase the same customers in a single city. Tarody increases the level of challenge in these matches by instructing the simulation to speed up the passing of simulated time. This means that students have even less time to develop and implement their strategies, creating an even more intense sense of urgency.

In the second semester, students move away from the simulations to develop business models and strategies in pre-defined industries like private healthcare or tourism. In this portion of the course, communication and presentation skills are paramount.

Tarody says he can often predict how well a student will do with business modeling based on their success with the GoVenture simulations. "This is more than just correlation," says Tarody. "There is cause and effect here. The best students use simulated results from GoVenture Small Business to explain and demonstrate the effectiveness of their new business models."

Tarody is convinced that simulations like GoVenture Small Business will remain a curriculum staple at Corvinus. "Nothing else teaches strategy as effectively," he says. "Sims provide the highest level learning students can get in the classroom."

## GoVenture

For more information about the many award-winning GoVenture educational games and simulations...

VISIT  
[www.goventure.net](http://www.goventure.net)

OR CALL  
1-800-331-2282

