**MKT 701 Simulation Reflection Paper**

As the name suggests, the purpose of this assignment is to encourage you to reflect upon the Simulation learning experience. The following instructions will help to guide you through this process. You are welcome to add additional topics if you believe that they are relevant.

PAPER FORMAT:

Follow the same format as the strategy briefs by using a title page, a running head, and proper paragraph formatting in the APA style.

PAPER CONTENT:

Title Page (Running head, Paper Title, Class name, Team name, Your name, Date, etc.) Introduction

Your introduction should begin by listing your overall reaction to the simulation learning experience. Next, provide a short review of your team name, team membership composition (at the end of the simulation), and the team’s overall simulation performance (SPI, EBIT, Contribution). A brief statement regarding team cohesiveness and participation may be warranted. (For example, “While all members participated in decision-making to some degree, Person X and Person Y were consistently more prepared …”). The introduction paragraph ends with your thesis statement, which identifies whether your expectations were met and what you learned. The thesis statement serves as the focal point of your paper. It also provides a transition to the body of the paper and will be revisited in your conclusion.

Reflection on Teaming, Logistics and Decision-making

The vast majority of students worked with one or more people in completing the simulation. Review your group’s teaming process.

* Did your group set ground rules, a deadline schedule or some other expectations at the beginning of the simulation?
* Were these expectations met during the red round and subsequent rounds?
* Did you provide feedback to team members prior to the first peer evaluation, or provide additional feedback to team members after the red round or subsequent rounds? If so, how did this impact performance?
* What decision-making process was used within your team – were certain people assigned certain tasks, did you share the responsibility while meeting virtually, etc.
* How well did your team gel together by the end of Blue 3?
* What did you learn from the teaming experience and how can that knowledge be translated over to the “real world”?
* If you were given the opportunity to redo the simulation from the beginning with a new group of team members, what would you do differently OR the same to ensure a cohesive, well-functioning group effort?

Reflection on Simulation Decisions, Outcomes and Learning

Carefully review the various decisions made during each of the rounds, and during the simulation runs that composed each round. As you do so, answer the following questions and feel free to incorporate additional comments.

# Round Red 1

* What strategies did your team change in preparing for Round Red 1, and how did your strategies evolve from Round Red 1 through Round Red 3?
* What were the reasons for your success or failure at this stage (focus on simulation decisions, and not interpersonal team member issues)?
* If you had the opportunity to redo the simulation from the beginning what would you have done differently in the Red Round? Be specific in identifying particular decisions and how they would be changed.
* What did you learn about Red Oceans as a result of competing in the Red Round?

# Round Blue 1

* Did your team spend adequate time reading and debating the visual exploration information? Why or why not?
* Did different team members have different ideas regarding what factors should be placed in the ERRC grid for the Round Blue 1? If so, how did opinions vary?
* Ultimately, why did your team choose the factors that it did to reduce (or eliminate) costs and to add value (raise or create)? Think carefully . . . was there a logical reason to do so, was it easier to let someone else make the decision, was there a dominant personality in the group that overrode everyone else, or did team members just not care?
* What was the most challenging aspect of Round Blue-1?
* What were the reasons for your success or failure at this stage (focus on the simulation decisions themselves and not personalities within the group)?
* If you had the opportunity to redo the simulation from the beginning what would you have done differently in the Blue-1? Be specific in identifying particular decisions and how they would be changed.

# Round Blue 2

* What objectives did you set for Blue-2? Were they met once you ran the simulation through this round?
* What was the most challenging aspect of Round Blue-2?
* What were the reasons for your success or failure at this stage (focus on the simulation decisions themselves and not personalities within the group)?
* If you had the opportunity to redo the simulation from the beginning what would you have done differently in the Blue-2? Be specific in identifying particular decisions and how they would be changed.
* What did you learn as a result of competing in Rounds Blue 1 and Blue 2?

# Round Blue 3

* What objectives did you set for Blue-3? Were they met once you ran the simulation through this round?
* Did different team members have different ideas regarding what factors should be placed in the ERRC grid for Round Blue 3? If so, how did opinions vary?
* Did your team spend adequate team reading and debating the visual exploration information? Why or why not?
* Ultimately, why did your team choose the factors that it did to reduce (or eliminate) costs and to add value (raise or create)?
* What was the most challenging aspect of Round Blue-3?
* What were the reasons for your success or failure at this stage (focus on the simulation decisions themselves and not personalities within the group)?
* If you had the opportunity to redo the simulation from the beginning what would you have done differently in the Blue-3? Be specific in identifying particular decisions and how they would be changed.
* What did you learn as a result of competing in Round Blue 3?

# Real World Application

• How have you (or could you) apply concepts learned in relationship to the Blue Ocean strategy to your business, or in some real world application?

# Conclusion

As you write your conclusion, identify the thesis statement you listed in the introduction and add the main points from the body paragraphs as a recap. **Don't add new information to the conclusion**, and be sure to identify the closing statement of your reflection paper.

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