



PROPOSAL FOR ENHANCED TEACHING INNOVATION THROUGH GOVENTURE

Submitted by the Business Administration Division - COM-FSM

GoVenture Entrepreneur is a business simulation program developed by MediaSpark, a company which develops simulation programs to provide a close-to the real world experience in business and other areas of learning. In The Entrepreneur module, students who need a basic experience can focus on the lemonade stand and the kiosk and food truck businesses. Advanced students can progress to run a full business and establish a regional franchise. This simulation has the potential to provide the understanding and experience to a student who is looking to start his or her own business.

GoVenture Entrepreneur is proposed to be used as an additional experiential learning resource to current business courses offered by the Business Division. It will be used to assess specific student learning outcomes in the respective courses. One simulation will cover multiple courses simultaneously, making it cost effective.

REQUIRED MATERIAL DESCRIPTION

GoVenture is a business simulation product of MediaSpark, a Canadian based company that provides a series of educational games and simulations that can be used as experiential learning tools to enhance instructor-led course delivery both online and off-line.

OPERATING REQUIREMENTS

The experiential learning programs are compatible with the following devices:

- Windows, Macintosh, and Linux
- Chromebooks, and tablets

Please visit:

- https://mediaspark.formstack.com/forms/goventure_webinar
- <https://youtu.be/QDFml9ox6Q>

To view a live webinar for more info as either student or instructor.

WEBSITE:

<https://www.goventure.net/products>

Initiator's Email:

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OUR NEEDS:

Current Need

We would like to use GoVenture's Enterprise Solution as a required course material for the following courses:

- AC131 Accounting I
- AC220 Accounting II
- AC250 Managerial Accounting
- BU101 Introduction to Business
- BU/MS110 Business Mathematics
- BU250 Principles of Finance
- BU260 Fundamentals of Management
- BU270 Principles of Marketing
- MKT311 Marketing Strategy
- FIN312 Corporate Finance
- MGT360 Entrepreneurship and Small Business Management

Reasons for preference of this are as follow:

- It enhances student learning by providing hands on experience for a real world business.
- It provides automated Management and Assessment.
- It can be used in both in-class and online courses.
- It is cost effective.
- One simulation covers all the registered business courses within the six-month period of valid subscription.

To expedite this for a potential offering next spring, we have completed course modification requests for submission to the Curriculum Committee (CC) as required. Please find these completed forms attached to this proposal for your consideration.

Go here for more information on learning scope of CSLO coverage (<https://www.goventure.net/standards-topics-outcomes>) and detailed of comprehensive learning resources that are included with the subscription (<https://www.goventure.net/en>).

Future Need

To complement its work that is currently on the way of offering a four year Bachelor of Science in Business Administration with an emphasis on Accounting program, the division is also considering using the GoVenture Entrepreneur and CEO Solutions across a number of its new course offering. For this purpose, the same solution will be integrated and budgeted for in the said program proposal document as a required learning resource across selected course offerings.

OUR REQUEST TO YOU:

While finalizing on the said new program proposal document (i.e. as discussed under the "Future Need" section), we wish to seek your assistance in allowing us to address our afore mentioned "current need" through course modification submissions to the CC for expedited resolution.

WHAT IT WOULD COST US:

Subscription includes a free Instructor account and website for monitoring students and assessment.

Price is per student account for a 6-month subscription at 35 USD per student across several courses (i.e. charges go through bookstore). Student accounts cannot be reassigned.