

## Conference Paper

# The Role of Business Simulator Games Implementation in Improving the Ability of Analysis and Business Decision Making Independently for Students (Literature Research)

Heri Pratikto, Suryo Hadi Wira Prabowo, Achmad Murdiono, and Andi Basuki

Management Department, Faculty of Economics, Universitas Negeri Malang Jl. Semarang No. 5, Malang, East Java, Indonesia

## Abstract

Business simulator applications that have the purpose of effective learning media in terms of training and enhance constructive and transformative abilities of students to conduct business analysis and decision making for business management students. So, students can understand what will happen in the industry and be able to make the right business decisions. Based on the implementation of business simulator applications to business management students that occur, it shows that this business simulator application effectively increases the ability of students to analyze business cases and make decisions that are profitable for their business. The role of business simulator games application can make students experience problems directly, so they can learn to make the right decisions in accordance with the conditions or cases that occur.

Corresponding Author:  
Suryo Hadi Wira Prabowo  
suryo.hadi.fe@um.ac.id

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## 1. Introduction

The development of the workforce now demands universities to adapt and improve the ability of their graduates (Sadiman, 2006). University graduates must not only have cognitive skills but also have business decision-making skills (Bovee, 1997). University graduates who cannot meet the qualifications by the employment industry will increase the number of unemployed people in the community. Based on data from the Central Bureau of Statistics, the number of unemployed graduates was 360,000 in February 2013, or 5.04% of the total unemployed, which reached 7.17 million people ([www.bps.go.id](http://www.bps.go.id)). The data shows that the level of recruitment of university graduates in Indonesia is still in the low category. Based on this phenomenon, it is necessary to learn that is

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able to form and create graduates who have a business situation analysis and decision-making abilities that are profitable for their business.

Analysis competencies in learning of business and management will make students able to understand what is happening in an industry and will affect their perceptions of the planning they make (Assauri, 1990). If not, decision-making competencies will make students able to make the right business decisions based on the analysis they did before. So, that competency must be owned by university graduates, especially graduates of business management. To understand these competencies, it can be helped by learning media that are able to accommodate these competencies, so that they can apply the theories they have learned in applications that are made to replicate business conditions in real life (Pimmel, 2009).

Media, in terms of learning perspectives, is a strategic instrument that determines the success of the learning process. With their limitations, students sometimes cannot understand and respond to conditions or abstract conditions that they have never experienced. Learning media can support the success of learning because it has advantages. The advantage of learning media, based on Buchari (2007), is able to provide a deeper understanding of the learning material discussed, because it is able to explain concepts that are easier, able to explain concrete learning material, help teachers to provide learning media more easily and quickly, so students are easier to understand, more interested and create student attention, passion, motivation, activity and creativity.

## 2. Discussion

### 2.1. Business analysis competence

In carrying out business activities considerations are needed to deal with changes that occur in market conditions. The thing that needs to be prepared by an entrepreneur is the ability of business analysis in entrepreneurship. What is meant by business analysis skills in entrepreneurship is an ability that is used to know, identify, and understand the current conditions of an aspect (Cooper and Kleinschmidt, 1986). This ability can be obtained by studying similar cases or having experienced those conditions before. By having business analytical skills in entrepreneurship, someone will have an awareness of the conditions that occur and be able to process these conditions.

The ability of business analysis is a very important ability to run a business. Business analysis capabilities are needed in running a business because by having good analytical skills, it will make it easier to realize the current conditions and be able to process

these conditions (Miller, 1988). Furthermore, if someone can realize and process the current conditions, it will be able to take the opportunity that leads to the expected profit.

According to Trkman et al., Saying that running a business does not only require courage but also the ability to realize and anticipate business problems faced (Trkman et al., 2010). In addition, Kohavi argues that business analysis capabilities can also help business people to adapt to the conditions that occur in an industry (Kohavi et al., 2002). However, business analysis capabilities alone are not enough to run a business, but other supporting capabilities are also needed that must be owned by business people (Venkatesh and Davis, 1996). One of the capabilities that must be owned by business people is the ability to make business decisions.

## 2.2. Business decision making competence

As explained earlier, a business person requires not only business analytical skills, but also other supporting capabilities to facilitate the business being run. Another ability that a businessman needs to have is the ability to make business decisions. The ability to make business decisions is an ability to determine actions based on a condition that occurs (Tseng et al., 2018). Decisions are made by considering aspects contained in a phenomenon or event. So by considering these aspects, business people can make the best decisions for these conditions (Hoelscher and Mortimer, 2018).

The ability to make business decisions is a very important ability to run a business. Business decision-making capabilities are needed in running a business because by having the ability to make business decisions, business people can make the best decisions according to their conditions (García-Peñalvo and Conde, 2014). Furthermore, if you can make the best decision, this will have a positive effect on the business being run.

According to Sproten said that in carrying out business needed the ability to make decisions for business problems faced (Sproten et al., 2018). In addition, Brown argues that the ability to make business decisions can also help business people to adapt to the conditions that occur in an industry (Brown et al., 2018). So combining business analysis capabilities and making business decisions will make business people able to withstand changing conditions (Hernández-Lara et al., 2018).

### 2.3. Business simulator games as learning media

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But this will cost a lot of time, and it is difficult to condition situations that train students (Willett, 2007). Many other trainings also have the same problems, for example a pilot wants to practice flying, so if the pilot directly flies the original plane, it will make a risk of costs and safety. So, pilots who practice will use Flight Simulator to minimize cost and safety risks and make it easier to condition training situations. Similarly, students who practice entrepreneurship are needed simulators to facilitate learning the concept of entrepreneurship. Therefore, Pratikto et al. (2018) built a game application that has the SIMBIZ business simulation concept (Business Simulator Application).

In learning can be used various types of media that can be used, namely visual media, auditory, and direct physical activity (Danielsson and Wiberg, 2006). Effective media and interest by students is a game. Likewise in entrepreneurship learning. Learning can be helped by using the developed business simulator application media, SIMBIZ (Pratikto et. Al, 2018). By implementing game-based entrepreneurship learning with a business simulator application, it can make students feel first hand the conditions of a simulated business trip.

The game application can be an effective learning media in the learning process because with media games, students will be actively involved in learning activities (Buckingham, 2007). In line with the statement Kirkwood states that students who are active in the learning process will have a sense of involvement in the class, so that the material to be delivered can be easily accepted by students (Kirkwood and Price, 2014). Through learning media in the form of business simulation application games, it will make students active in business activities so that they will sharpen their analytical and decision-making skills independently. With these results, it is important to implement interactive learning in entrepreneurial learning.

### 3. Conclusion

Interesting learning can be an effective learning. One way to generate interesting learning is to innovate interactive learning media. One interactive learning media, especially for entrepreneurship learning, is the Business Simulation Application (SIMBIZ). By involving interactive learning media, it will increase student involvement in the classroom so that the material provided will be easily accepted by students.

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