

1960

Three men try a new business game

Anonymous

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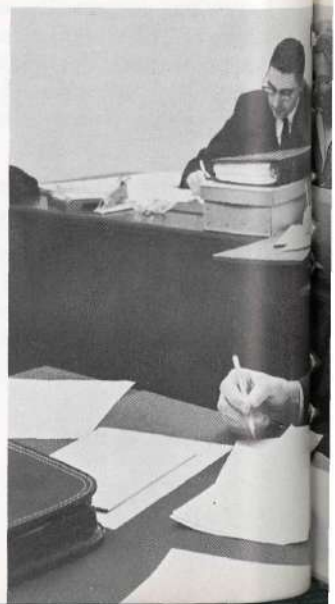
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Joe Buchan, who developed the game last February, puts more data on chart to show what demand is estimated to be for the following month.

Three Men Try A New Business Game



Some elaborate business games are played but Barbara Dow gets quick results photo: Dave Burchfield figures Wieser ponders. At right, Greg...



Dave Burchfield, Jim Reiss and Don Wiese were first to try Management Sciences' new business game, which takes four hours to play and covers twelve months in the life of a business. Players are given sets of work sheets, particularly the manufacturing schedule and the raw material order of a hypothetical plant. They operate within capacity restrictions and order raw materials, taking into consideration inventory size and the danger of running out of stock. Then the effect on profit is computed and a forecast of demand for the following month is made.

Players discover the influence product mix might have on profit and the usefulness of linear programming in solving product mix problems. The idea came from a conversation between Sanford Ackerman, Richard Trueman and Joseph Buchan, all of Management Sciences. The developmental work was done by Mr. Buchan.

The game has now been played many times, most recently in Robert Beyer's AMA seminar in Profitability Accounting.



Management Sciences' Jim Reiss studies next move. His competitors came from audit and tax groups.

played with electronic computers,
 ckills with calculator, left. Center
 Barbara Dow calculates, Don
 figures a point with Joe Buchan.

