

Assignment 08: Final Presentation

CS-6460 Educational Technology

Edwin Geoffrey Hartnell
ehartnell3@gatech.edu

1 VIDEO

Title: Case Simulations

Link: <https://youtu.be/TWxmwrPx6kg>

Team Members: Edwin Hartnell

2 BACKGROUND

This project develops a set of Problem-Based Learning (PBL) modules called “Case Simulations” for economics and business students.

Case Simulations are made up of Case Studies with matching Market Simulations. They are designed to provide an immersive environment for students to explore economic phenomenon, analyze business problems, test hypotheses, and generate recommendations.

The content suits economic principles, business economics, market strategy, and pricing courses. Four Case Simulations have been developed:

- **Burger Wars** [Competition]
- **Springsteen on Broadway** [Price Optimization]
- **Courtyard by Marriott** [New Product Development]
- **Foodie's** [Product Assortment]

You will find all from this link: <https://scientificstrategy.com/ed-101/>

3 THANK YOU!

I know there is a lot to cover and your time is valuable. Thank you!