A BOARDROOM STRATEGY SIMULATION · ECONOMICS & BUSINESS

The Boardroom Game

Your students take a seat on the board of a company and run it together — steering profit, sustainability and innovation through good quarters and bad, and answering for the results. One instructor, the whole class playing live in the browser, on the devices they already own.

8 rounds	3 mandates	6 shocks	Small boards	Browser-based
ONE ~2-HOUR SESSION	PROFIT · ESG · R&D	MACRO SCENARIOS	ONE CEO EACH	NOTHING TO INSTALL

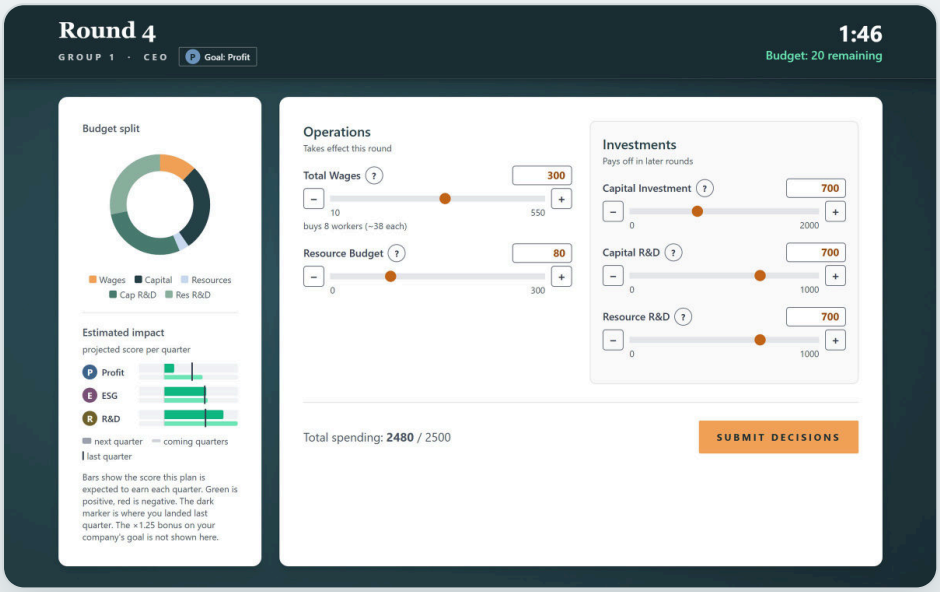


The login screen students see when they sit down — developed by SEO Amsterdam Economics & Reward Value.

THE PREMISE

Run Giant Rubber Corporation — together

Students are divided at random into small boards: one CEO who sets the controls, the others advising and challenging. Every board runs its own copy of the same manufacturing firm in parallel and is handed a **shareholder mandate** that gives extra weight to one of three scores. Underneath is a **Cobb-Douglas production model** of labour, capital and resources.



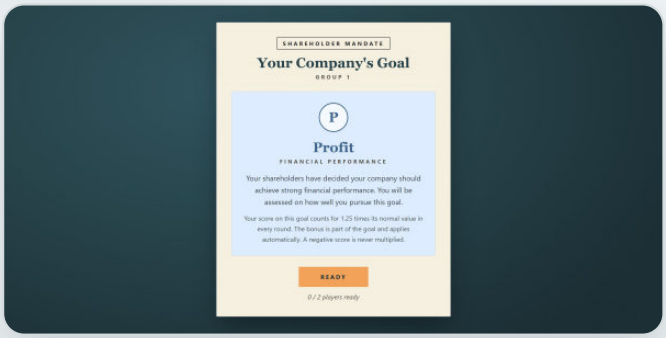
The decision screen — the CEO divides a fixed budget over five levers: wages, resources, capital investment and two kinds of R&D. Board members watch the plan update live.

EACH ROUND

A four-step decision loop

1. **Discuss & decide** — against the clock, the CEO sets five budget levers. Board members see the plan live and advise.
2. **Results** — the game reports output, profit and the three scores (profit, ESG, R&D).
3. **Standings** — all boards see the ranking by total score.
4. **Memo** — tips from the Chief of Staff and a note from the Supervisory Board. Then the next round.

A practice round comes first. Short questionnaires run before, midway and after the game. Before the shock round, a news flash announces the shock.



Each board receives its mandate — Profit, ESG or R&D.

Three mandates, a level playing field. Each mandate earns a ×1.25 bonus on its matching score, and the scoring is balanced so that no mandate gives a board an advantage — perfect for debating shareholder vs. stakeholder value with the students' own results.

One macro shock, drawn from the six the instructor allows, strikes in round 4, 5 or 6.

- Nationwide strike
- Resource crisis
- Recession
- Climate damage
- Subsidy
- Resource glut

WHY IT TEACHES

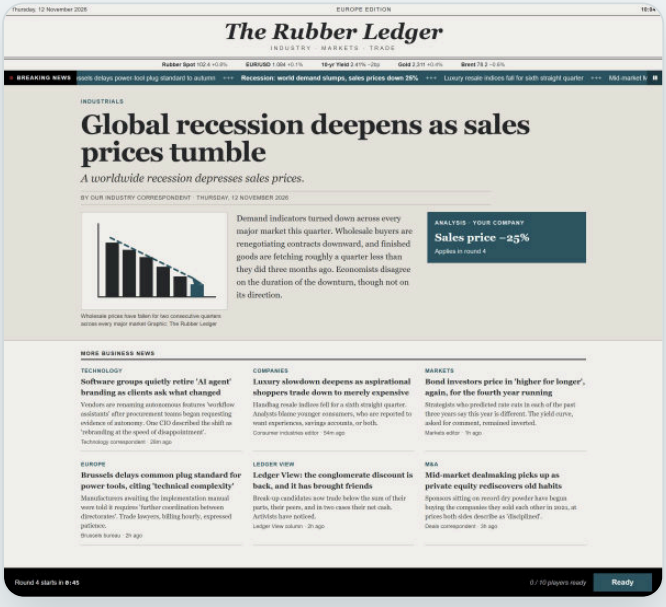
From abstract theory to a decision you must defend

Concepts that are hard to feel in a textbook — diminishing returns, factor substitution, the price of an ESG choice — become consequences students live with for eight rounds. How it maps onto an Economics or Business Administration curriculum:

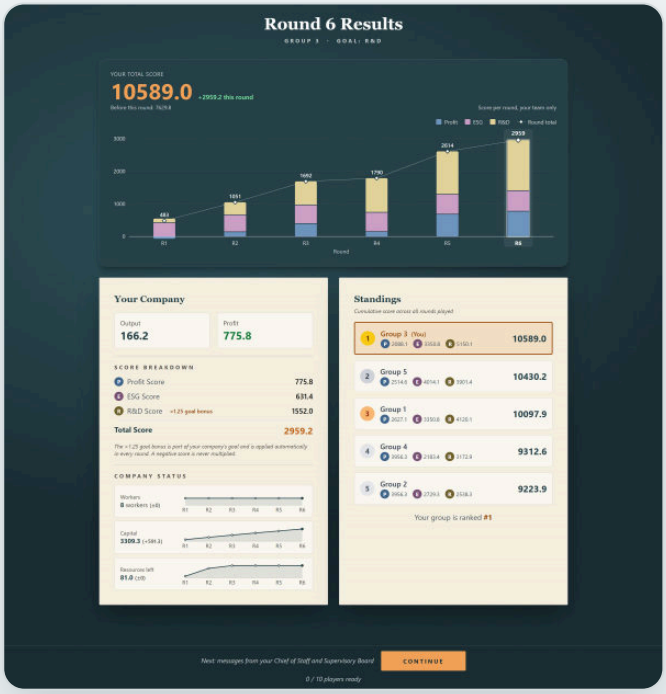
CONCEPT	HOW THE GAME TEACHES IT	FITS
Production & factor markets	Cobb-Douglas output from labour, capital & resources; wages set labour supply.	Microeconomics
Capital allocation	Spend a fixed budget across competing investments; capital depreciates.	Corporate finance
Return on R&D	R&D builds up over several rounds — patience vs. short-term profit.	Innovation / strategy
ESG & stakeholder value	Social & environmental choices carry real cost and real pay-off.	Sustainability
Decisions under shock	A macro shock tests how robust each strategy really is.	Macro / risk
Incentives & governance	Mandates, framing and the CEO–board dynamic shape group decisions.	Behavioural economics

WHAT IT LOOKS LIKE

A polished interface that feels like a real company — not a toy



Shocks arrive as the front page of a business newspaper that students must read under time pressure.

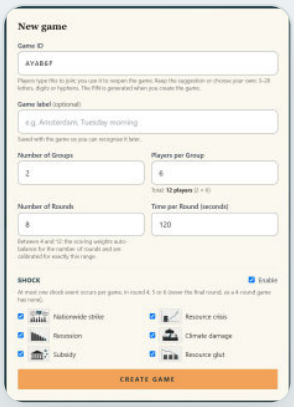


Score trajectory, profit/ESG/R&D split and an updated ranking after every round.

BUILT FOR THE CLASSROOM

No installs, no lab setup

One instructor runs the entire session from a single dashboard: create the game, set the number of boards, rounds, time per round and which shocks can appear, then follow every board live and control the pace. Students join in the browser on their own devices — boards run in parallel, from a small seminar to a large class.



Instructor setup — configure the session in under a minute.

The annual licence includes

- ✓ Unlimited sessions & cohorts for one academic year
- ✓ Instructor dashboard — run a session from one screen
- ✓ Browser access for every student — nothing to install
- ✓ Configurable boards, rounds, timing & shocks
- ✓ Anonymised results export (CSV) for grading & research
- ✓ Teaching guide, onboarding session & email support
- ✓ Software updates throughout the year

€9,500 / year

Annual university licence.

GETTING STARTED IS FOUR STEPS

1 Demo
30-min team walkthrough.

2 Pilot
Run one session with a cohort.

3 Licence
Activate for your department.

4 Teach
Use it every semester.

ALSO A FIT FOR

Undergraduate economics · Business administration · MBA electives · Executive education · Sustainability courses · Recruitment & assessment

Bring the boardroom to your lecture hall

Book a free 30-minute demo and run a pilot with one of your classes.

frederic.barge@rewardvalue.org · **j.witteman@seo.nl**