E-Commerce Teaching Simulation

---ECGAME

Presented by Fei MEN, August 29th, 2008
Overview

• Motivation for SIM software
• Introduction to ECGAME
  ➢ Design
  ➢ Process
  ➢ Feature
• Demo of SIM Software
Motivation

E-Commerce began in China in 1990s. The need of professional training is increasing rapidly…

Why Computer-assisted instruction?

✓ Learning in practice
✓ Learning in pleasure

SIM Software:
- ECGAME
- SIMEC
- SIM Logistical
- SIMEREP
ECGAME

---Mechanism design

• Function of roles
• Time & Space
• Attributes
• Incentive mechanism
ECGAME Design

----Role set

- **Player:**
  - consumer
  - Sales
  - Carrier
  - producer

- **System module**
  - Bank
  - Super market
  - Job market
  - Stock market
  - Education centre
  - System provider & recycler
ECGAME Design

----Role attribute

**Consumer**
- Intelligence: consume book/education
- Attractiveness: consume clothes
- Physical power: consume food

**Company**
- Credit

**All**
- Experience: order considerations
ECGAME Design

----Time set

Visual EC time:

- 1 day = 1 EC year
- 2 hours = 1 EC month
- 5 minutes = 1 EC day
- Only 24 days in 1 EC month

- more intensive and flexible (for class)
ECGAME Design

----Region set

Visual EC region:
• 3 countries
• 3 cities in each country

✓ Differentiate transaction at home and abroad
✓ Differentiate transport cost
ECGAME

---Whole process

producer

Stock market

Sales

Consumer

Job market

Carrier

Super market

Education center
ECGAME Process

---Consumer

shopping → eat → Add physical power

study → Get degree

Accumulate to be a company → Stock sales → Save money by the bank
ECGAME Process

---Producer

- Intelligence
- Physical power
- Attractiveness

Research & develop for new production

Production
ECGAME Process
---Carrier (develop new route)
ECGAME Process
---Sales( choose market stall, & ads strategy)

Best stall

Bad stall

Ads strategy
ECGAME Feature
---simulation of life
ECGAME Feature
---simulation of community
ECGAME Feature

--- thinking about strategy

How to spend money?

What to research and develop?

How to on the market?

How to deliver goods?

How to sale the products?

Foreign or domestic transaction?
ECGAME Feature

---technology

- platform: Visual Studio.NET 2003
- Technology tool: ASP.NET
- Language: C#
- database: SQL Server 2000
- Version control tool: VSS
ECGAME Feature

• Similar to real business environment (monopoly)
• Foreign transaction
• Role players interact through modules
• New concept in E-commerce: CRM SRM ERP
• Strategy decision for players
Demo---

- http://ecgame.rucsim.cn
- http://simec.rucsim.cn
Thank you!