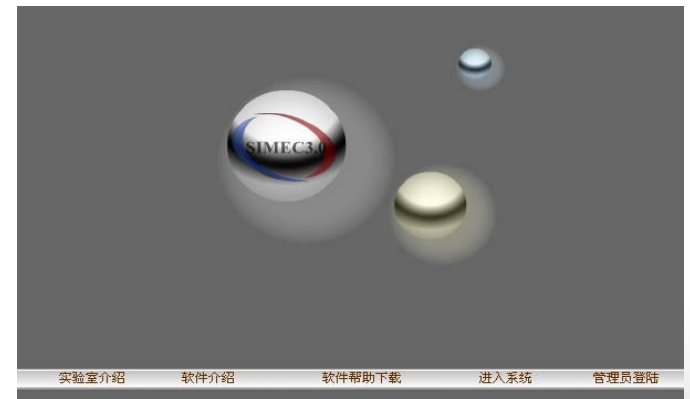# E-Commerce Teaching Simulation
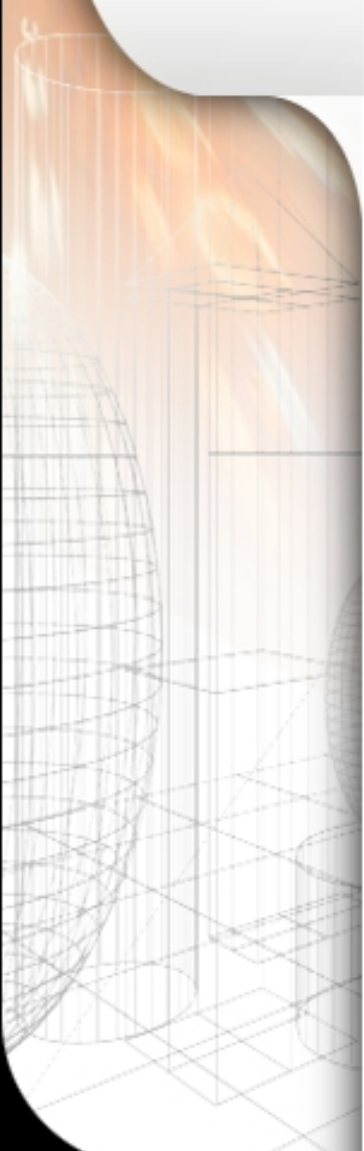## ---ECGAME

Presented by Fei MEN, August29th,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
➢ SIMERP

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
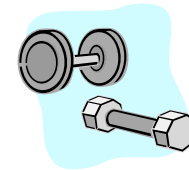## ----Role attribute

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)**
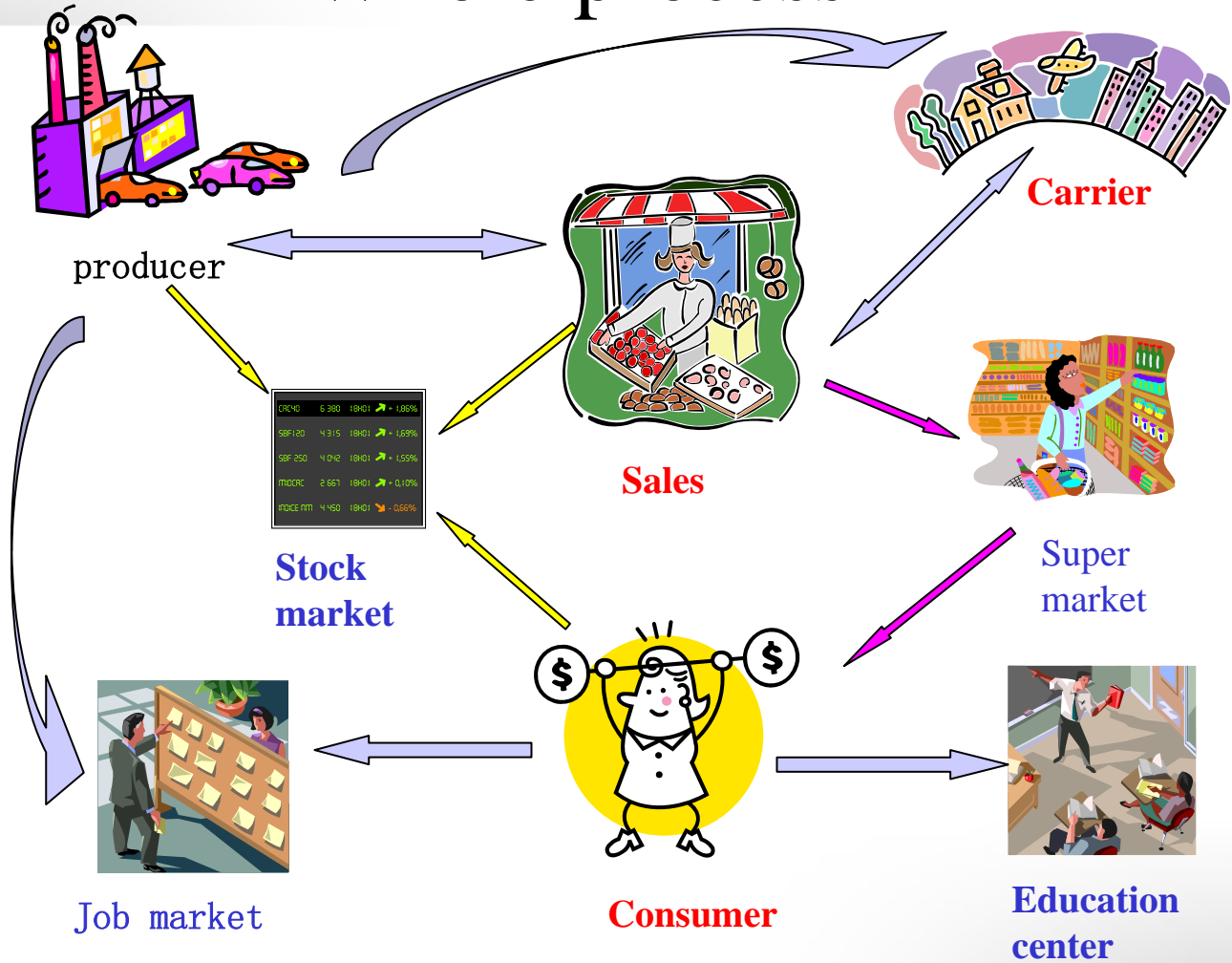
ECGAME Design

----Region set

Visual EC region:

- **3 countries**
- **3 cities in each country**

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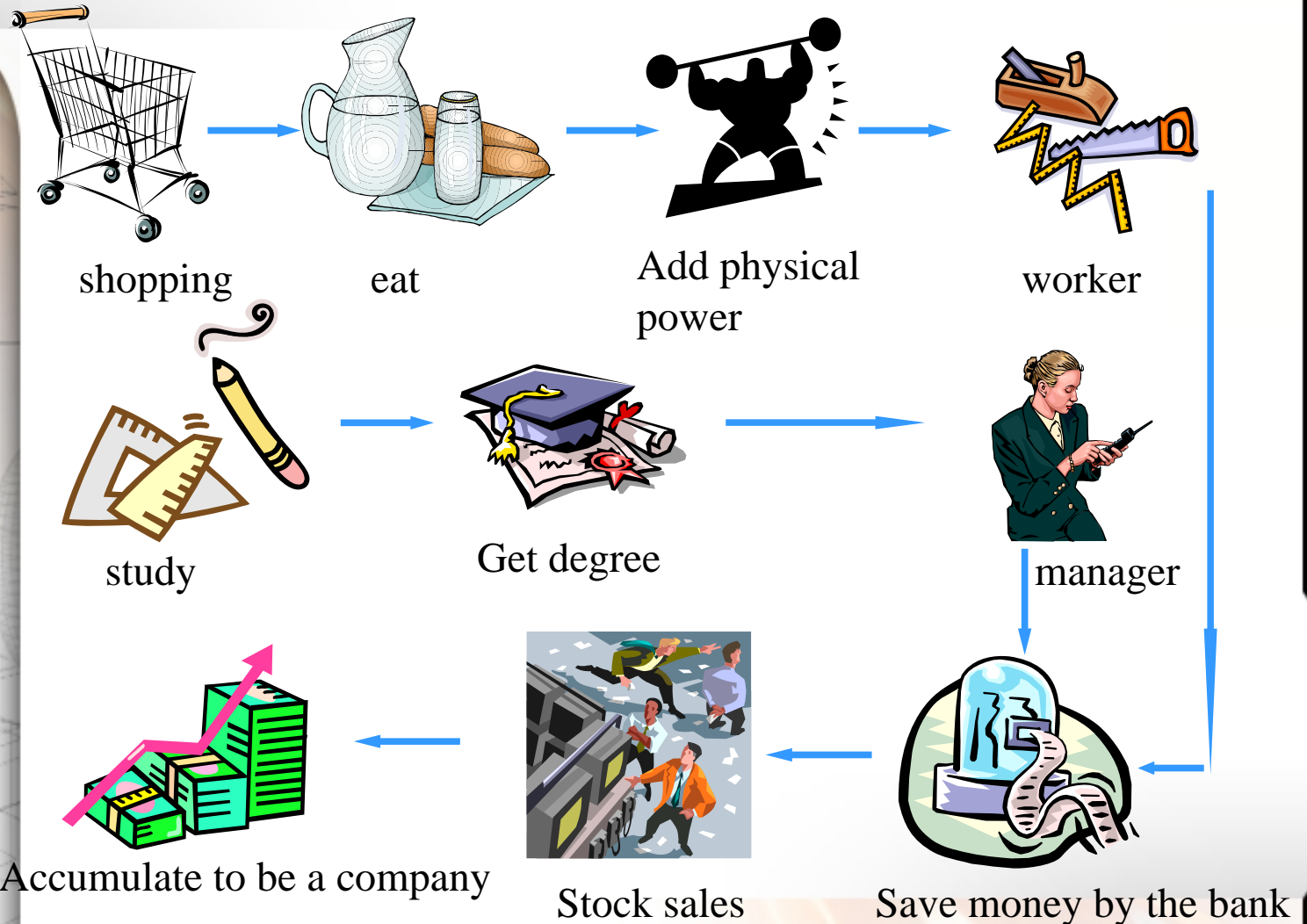
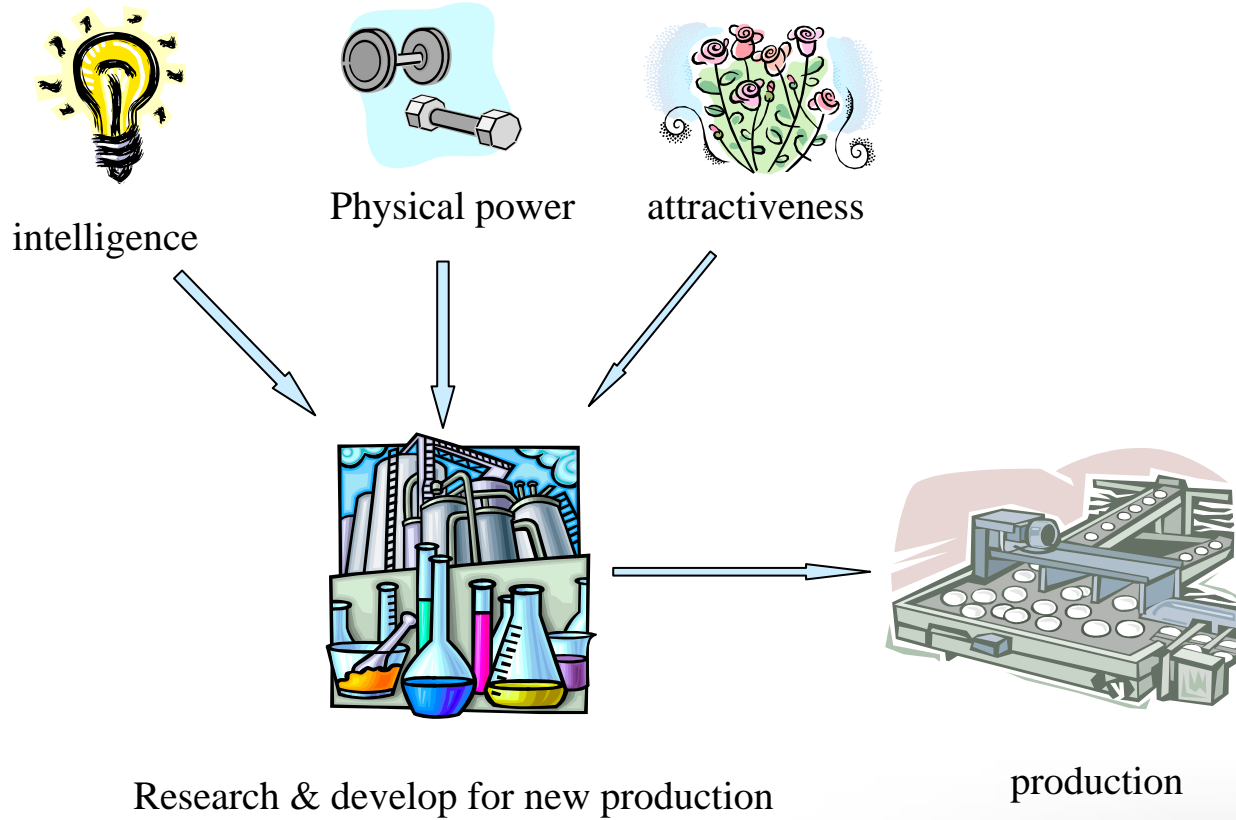✓ **Differentiate transport cost**

ECGAME

---Whole process

producer

Carrier

Sales

Stock market

Super market

Job market

Consumer

Education center

ECGAME Process

---Consumer

shopping → eat → Add physical power → worker

study → Get degree → manager

Accumulate to be a company ← Stock sales ← Save money by the bank

ECGAME Process

---Producer

intelligence

Physical power
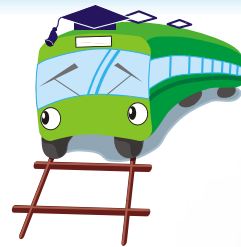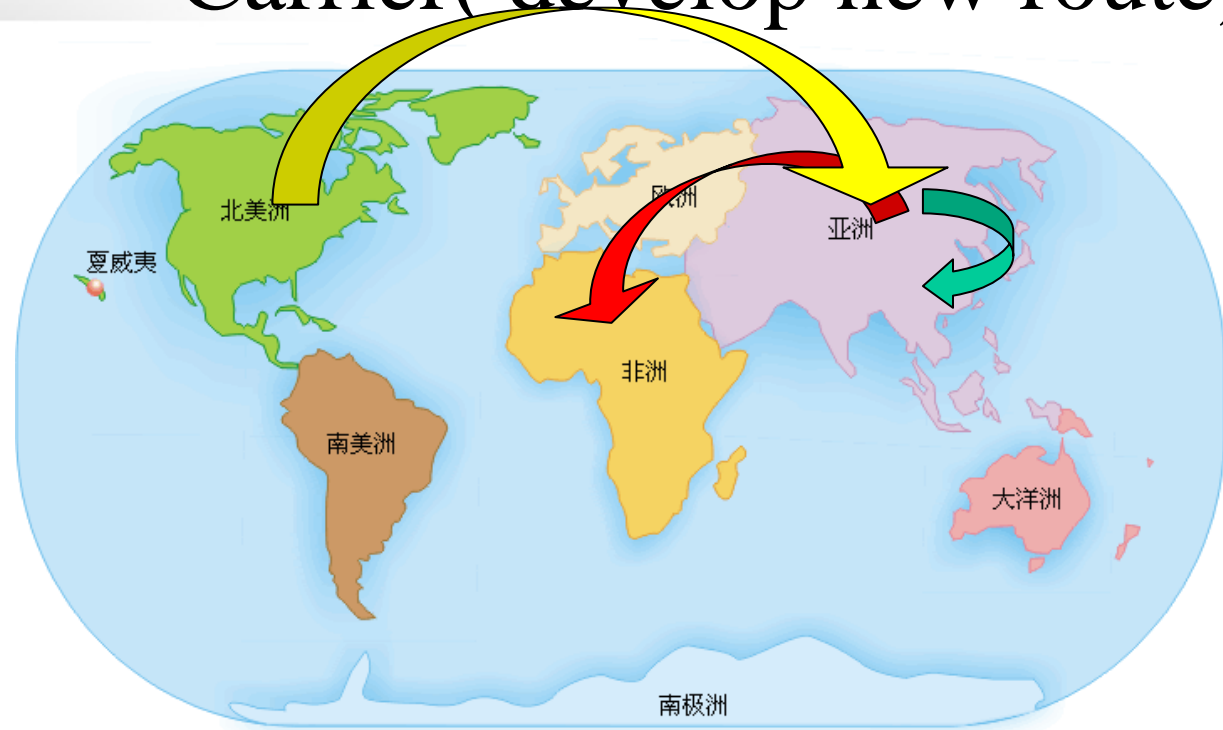
attractiveness

Research & develop for new production

production

ECGAME Process

---Carrier(develop new route)

ECGAME Process
---Sales(choose market stall,& ads strategy)

Best stall

Bad stall

SOLDES
PROMOTION
CHANGEMENT DE PROPRIÉTAIRE
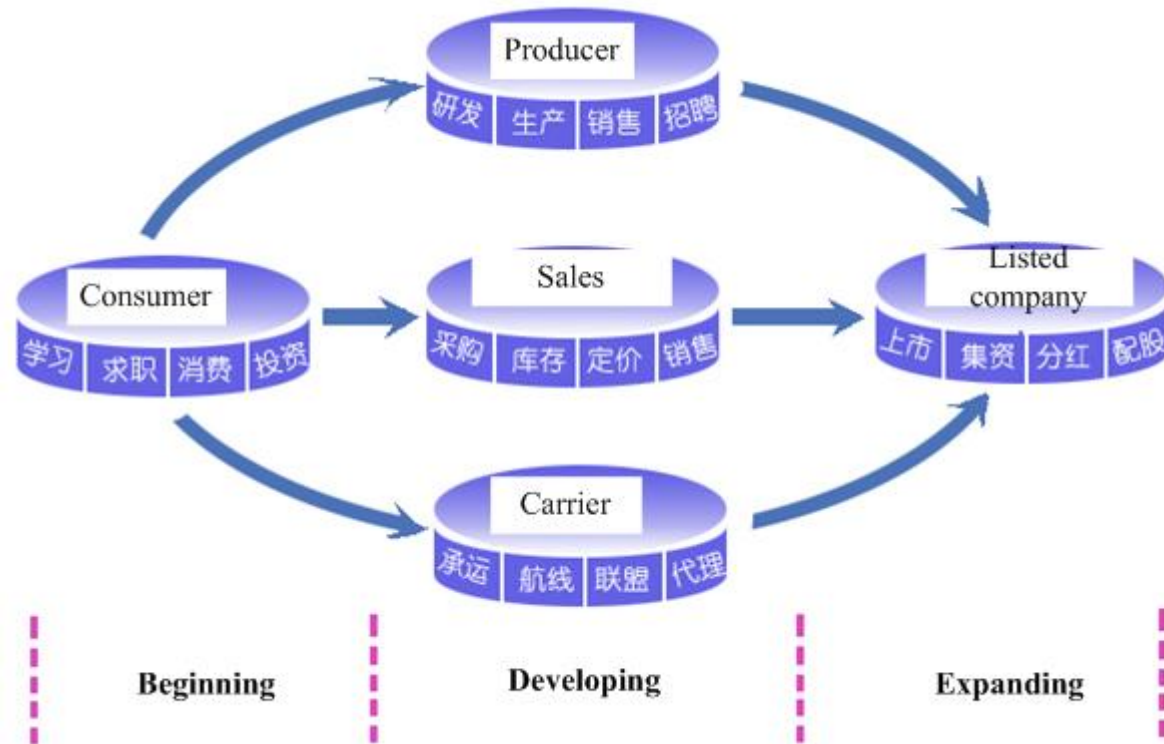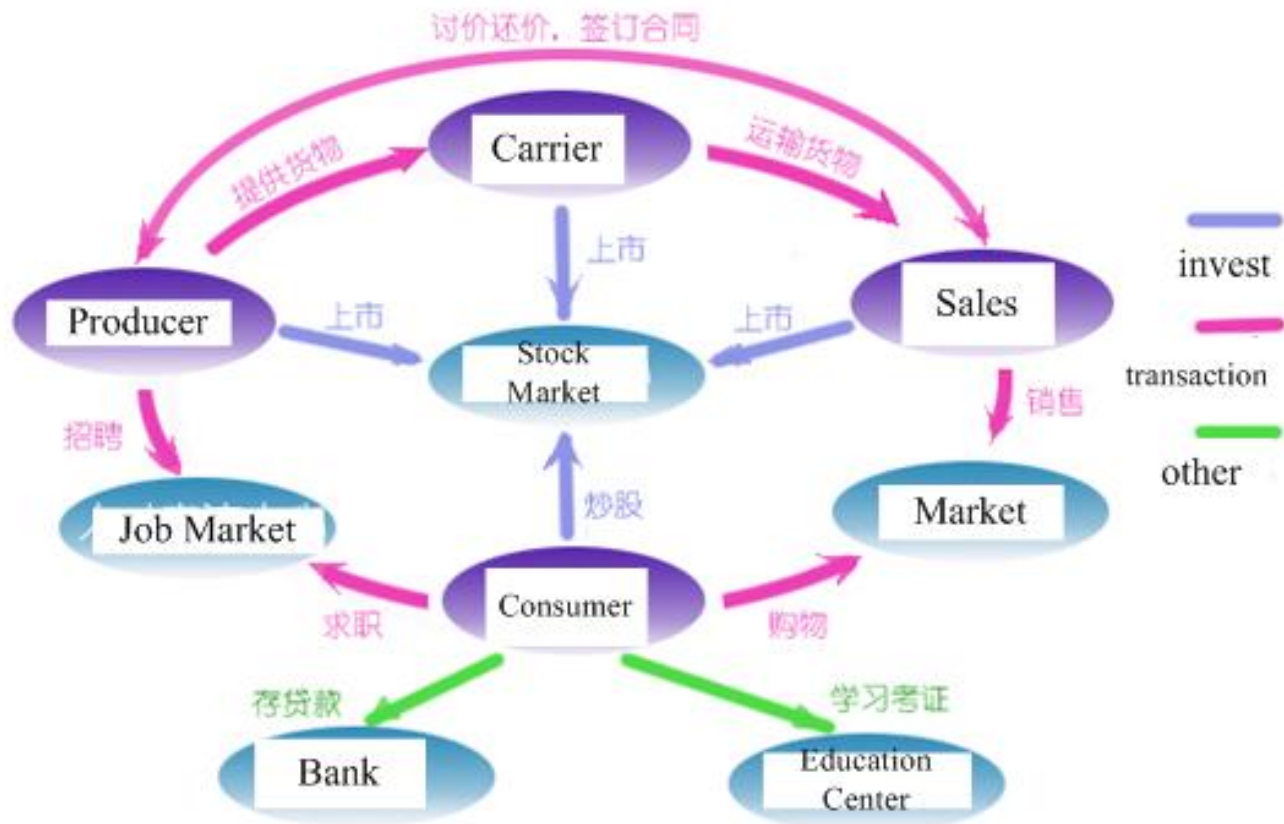
Ads strategy

ECGAME Feature
---simulation of life

ECGAME Feature
---simulation of community

ECGAME Feature

--- thinking about strategy
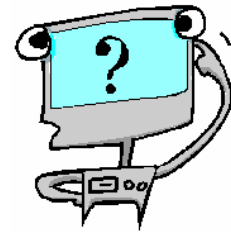
How to spend money?

What to research and develop?

How to deliver goods?

How to on the market?

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!