



Teaching socially responsible strategic management through a computer-based business simulation game

Denver D. Daradar and Benito L. Teehankee*

Management and Organization Department, De La Salle University

**Corresponding Author: benito.teehankee@dlsu.edu.ph*

Abstract: Several business schools from around the world have joined a movement called Principles for Responsible Management Education (PRME) initiated by the United Nations to reform the teaching of business towards emphasizing social responsibility and sustainability. De La Salle University (DLSU) became a signatory to PRME in 2008. A key commitment to PRME is expressed in Principle 3, i.e., "Method: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership." Business simulation games have been used for more than 40 years. More recently, business faculty have been actively using computer-based games as part of their teaching methodology. In fact, the trend has been for the simulator to be the main activity in the business course, especially in strategy courses. Despite the substantial literature on educational business games, little mention has been made on how it can be used to teach socially responsible business practice. This paper addresses this research gap by describing the use of the Capitalism 2 computer-based business simulation to teach socially responsible strategic management in the undergraduate level in De La Salle University. The simulation has been used both within class and through an inter-class tournament. The intended learning outcome is that students will be able to pursue business strategy which will deliver quality products to customers, create jobs and continuously invest in the development of employees while achieving superior long-term financial returns. Student feedback on the experience is reported and recommendations for future educational use are given.

Key Words: computer-based business simulation; social responsibility; teaching strategic management