

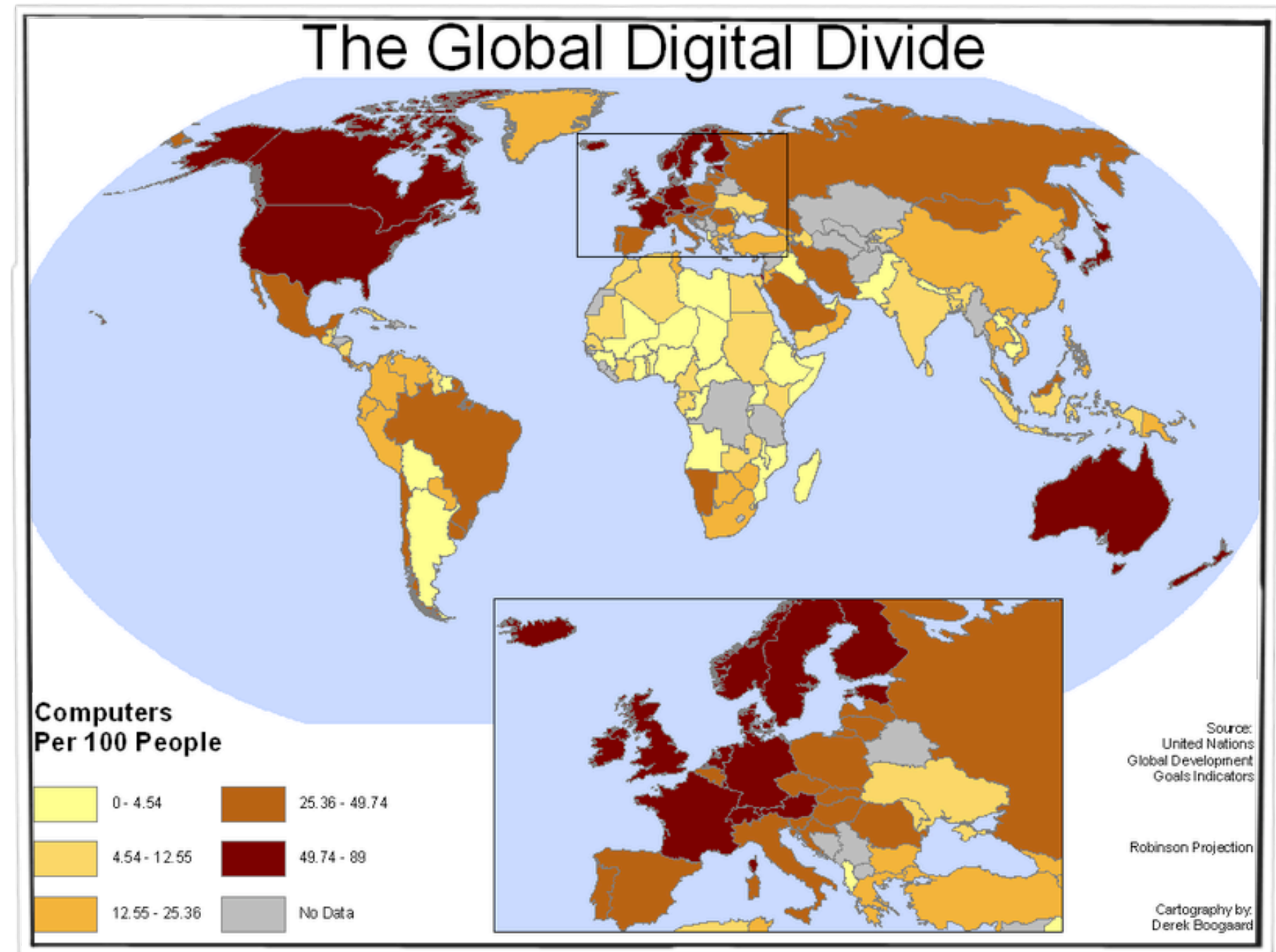


# The First Mobile Social Business Simulator

By Kseniya Volkova

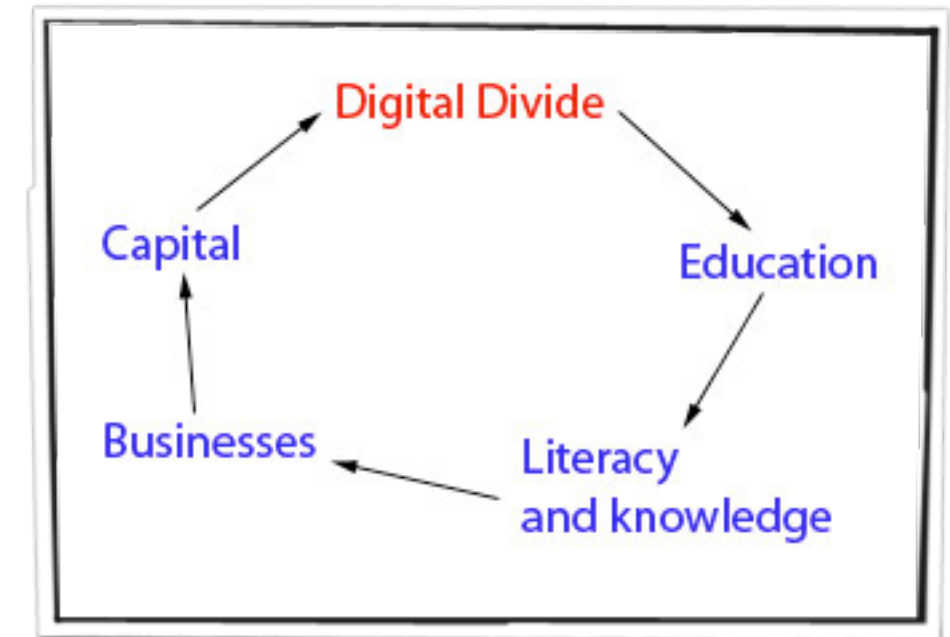
## What is it?

Inequality in access, distribution, and use of information and communication technologies between two or more populations.



## Chain of the digital divide

- The quality of education is highly affected by access to technology
- Education affects people's literacy and knowledge
- Without knowledge and literacy there are no successful businesses and trades
- Successful businesses and foreign trade form a country's capital
- Without capital the government cannot provide technology to people



“ *The number one benefit of information technology is that it empowers people to do what they want to do. It lets people be creative. It lets people be productive. It lets people learn things they didn't think they could learn before, and so in a sense it is all about potential.* ”

Steve Ballmer, Microsoft CEO

## How to narrow the gap?

- Donation of technology and charity from developed countries
- Teachers from developed countries to teach IT in developing countries
- Make the best use of technology that is available in developing countries
- Create simple-to-use learning materials for this technology
- Encourage creativity and innovations in schools
- Create a social link between people so they can learn from each other
- Set up business management, teaching and applications development classes
- Run business ideas challenges

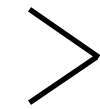


“ *Education is not the answer to the question. Education is the means to the answer to all questions.*

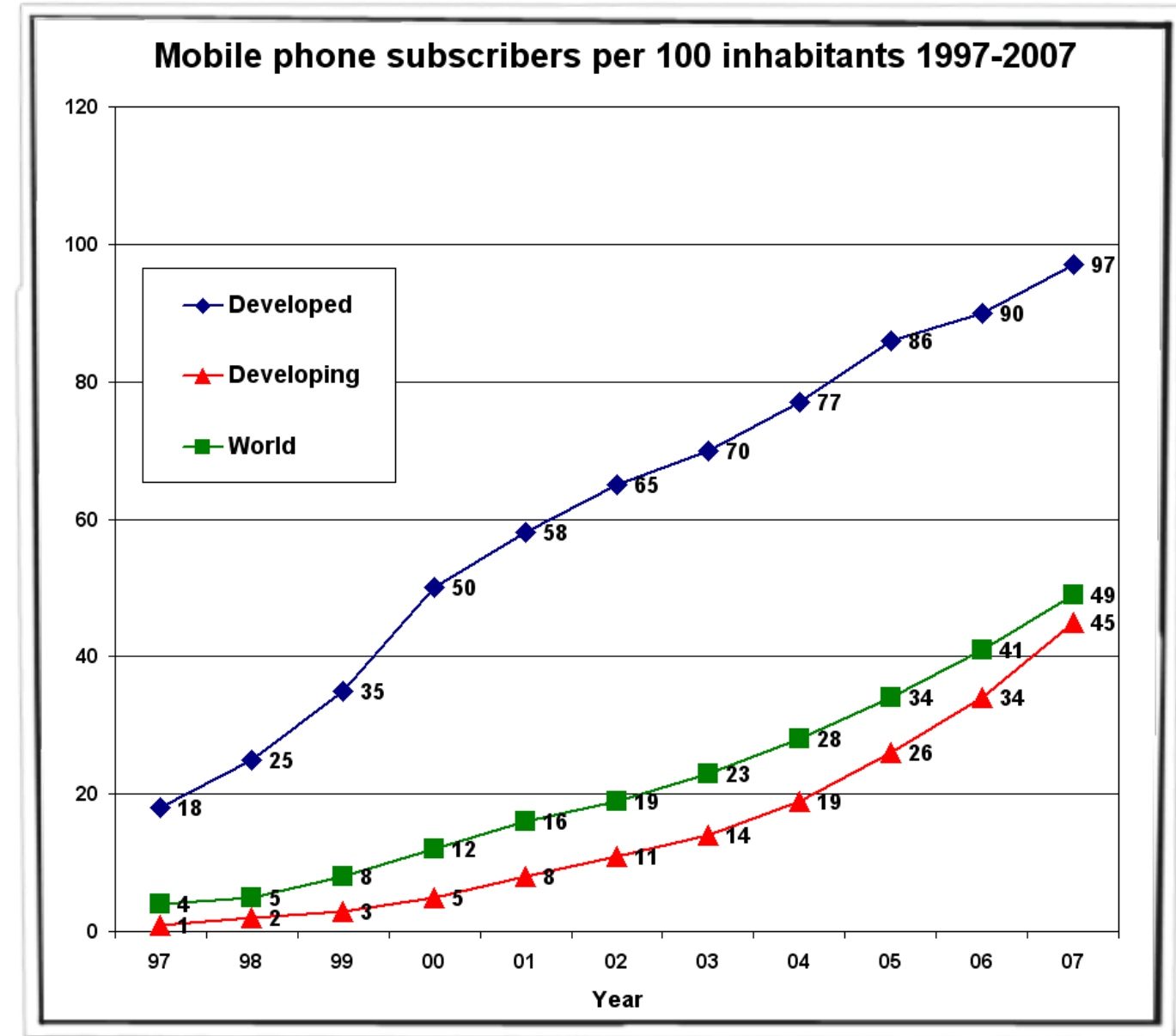
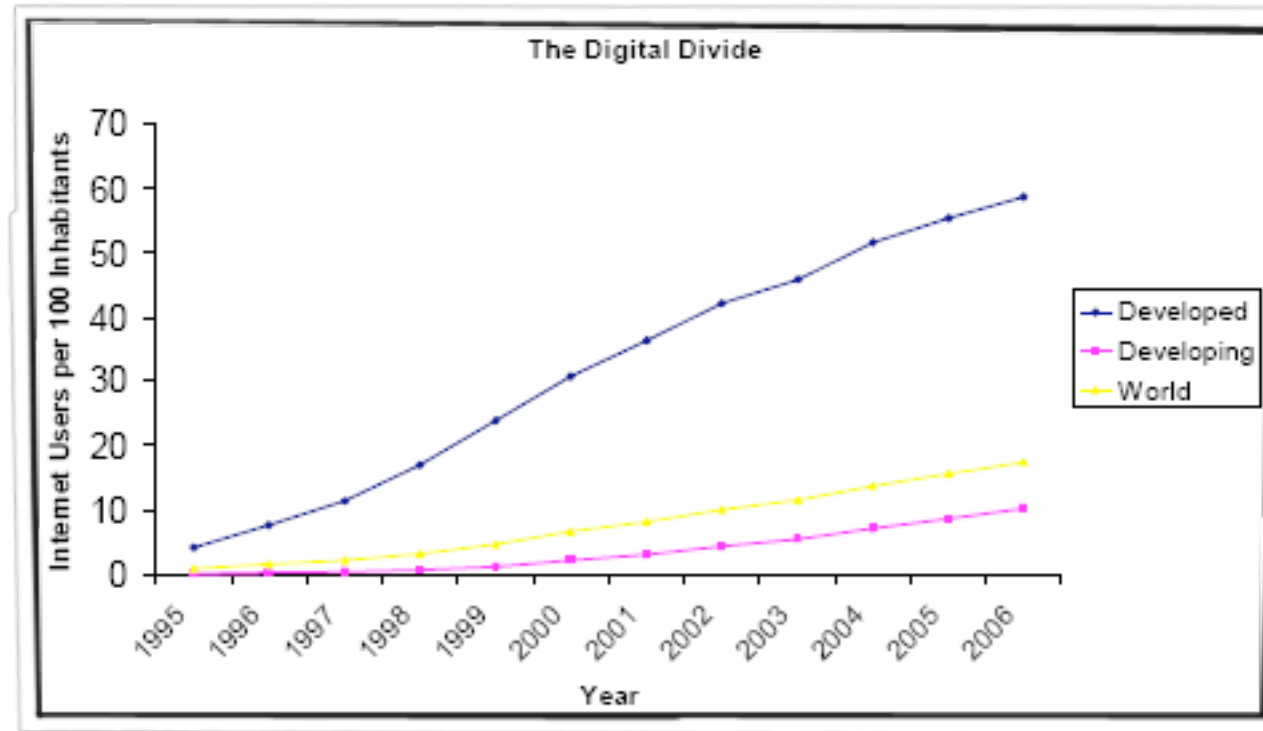
William Allin

## Why mobile learning?

Growth of mobile phone subscribers in developing countries



Growth of personal computers in developing countries



## However...

Handsets that are mainly used in developing countries are not as advanced as those in the developed countries. But they have all the basic features that most mobile phones now have.

### Device market share in Africa (April 2009) | [Manufacturers](#)

Devices	Market Share
<a href="#">Nokia 3110c</a>	5.08%
<a href="#">Nokia N70-1</a>	4.60%
<a href="#">Samsung SGH E250</a>	3.79%
Total market share	13.47% (13.47%)
<a href="#">Sony-Ericsson K800i</a>	2.51%
<a href="#">Nokia 6300</a>	2.34%
<a href="#">Nokia 6600</a>	2.27%
Total market share	20.59% (10.59%)

### Device market share in Asia (April 2009) | [Manufacturers](#)

Devices	Market Share
<a href="#">Nokia 3110c</a>	5.85%
<a href="#">Nokia N70-1</a>	4.63%
Total market share	10.48% (10.48%)
<a href="#">Nokia 6300</a>	3.60%
<a href="#">Nokia 6600</a>	3.58%
<a href="#">Nokia N73</a>	3.41%
Total market share	21.07% (11.07%)
<a href="#">Sony-Ericsson K800i</a>	2.47%

## The perfect solution!

### Mobile phone application

- + Simple features
- + Works on basic handsets
- + Social context
- + Effective learning model
- + Easy to use
- + Teaches about business ideas, management and foreign trade

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### Innovative People

- + Knowledge of business management
- + Improved foreign trade
- + Successful businesses
- + Better communication
- + Increase in country's capital

One step closer to bridging the digital divide!

## What is Biz Smart?

Biz Smart is a multi-platform social business simulator designed for higher education students, aged 18-25, who want to go into business management or start their own companies. It combines the ideas of a Tamagotchi and a tycoon game in order to create a virtual business that needs to be cared for and managed over time to become a success. Biz Smart is also an example of a serious game.

## Objective

Biz Smart aims to increase its users' confidence for innovation and starting their own businesses by showing how various elements of business management affect each other.



## Features

- Real life business location with geographical data\*
- Up-to-date currency exchange rates for foreign trade\*
- Postage calculation for purchases based on location
- Social, active and collaborative learning
- Possibility of uncontrolled 'bad luck' situations - chance
- Option to take credit, rather than pay for the purchase straight away
- Term glossary and information
- Challenge mode



\*provided by GeoPlugin web service

## Learning

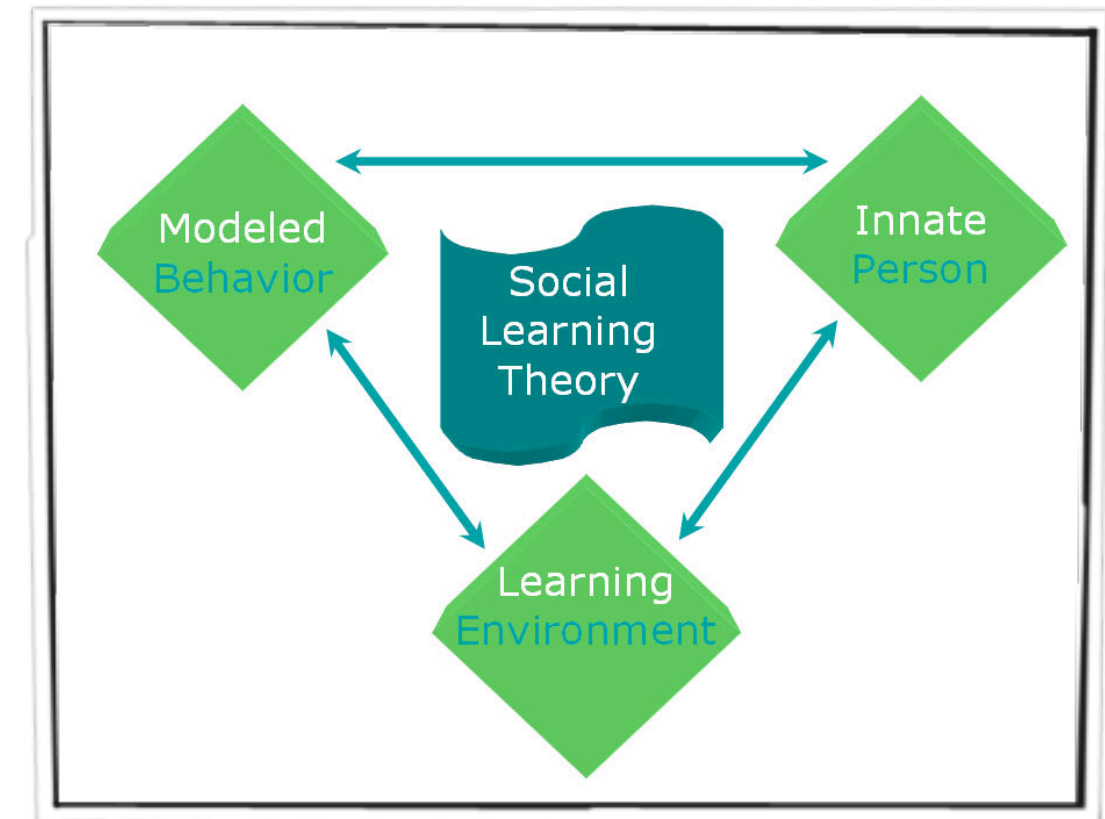
- Biz Smart allows learners to make decisions in a safe environment, before exposing them to potentially risky or dangerous situations; it helps learners develop ideas and concepts in order to make their real-life company a success, which will contribute to their country's development.
- Automated calculation processes run on the background to work out the results for each business element based on the player's activities. These figures allow learners to self-assess their actions and form expectations about the consequences that their future behaviours are likely to bring.



## Social Learning Theory

Social learning theory talks about how both environmental and cognitive factors interact to influence human learning and behavior. It focuses on the learning that occurs within a social context. It considers that people learn from one another, including such concepts as observational learning, imitation, and modeling.

Biz Smart’s users have to communicate and collaborate with each other to trade and create business deals. The players can observe other players’ behaviours and their outcomes, forcing them to learn from each other, which can highly affect the player’s business decisions, such as pricing their products, buying particular assets or creating product offers.



“ *Most human behavior is learned observationally through modeling: from observing others, one forms an idea of how new behaviors are performed, and on later occasions this coded information serves as a guide for action.* ”

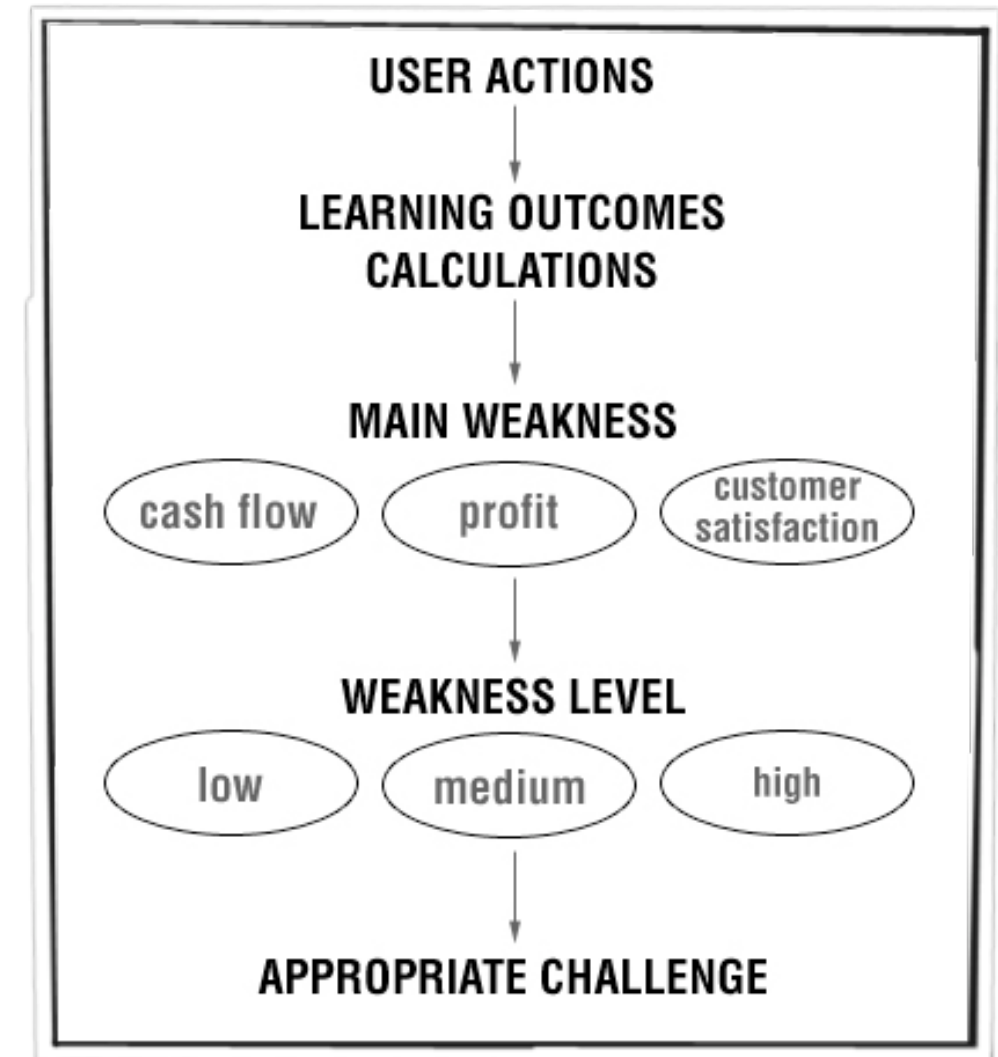
Albert Bandura, SLT creator

## Adaptive Teaching Model

Biz Smart’s players can take challenges, designed using Gordon Pask’s adaptive teaching machine model, which can be defined as ‘an architecture that learns from the inhabitant just as the inhabitant learns from the architecture’. This concept brings machine teaching closer to human teaching, making the application more effective. The player will get a challenge best adapted to his recent game activity and results, focusing on the player’s weaknesses. This will generate a challenge best suited for quicker learning of the concept in question by getting the player to concentrate on this element and improve it within a time limit.

“*SAKI mimics the possible relationship between a human teacher and student. A teacher is able to respond directly to a student’s apparent needs by focusing at times on particular aspects of the material to be studied if weaknesses are measured in these areas. This is achieved in Pask’s constructed system via the dynamic modulation of three variables.*

Usman Haque on Pask’s Self-Adaptive Keyboard Instructor (SAKI)



## Future Developments

- J2ME version
- Add more types of businesses
- Calculations specific to the type of business
- Option to buy security/insurance
- Invest in other businesses
- Sell your business
- Buy an existing business
- More challenge types
- Offers on more than one product
- Own more than one business
- Interest on credit



## Website

[www.kseniya.co.uk/bizsmart](http://www.kseniya.co.uk/bizsmart)

- Read about the project
- View a map of all virtual businesses, their ratings and customer satisfaction
- View photographs
- Promotional video

## Project Development

[www.kseniya.co.uk/wordpress/?cat=5](http://www.kseniya.co.uk/wordpress/?cat=5)

Read about the development and influences of Biz Smart

