

EXPERIENCES WITH THE BEER GAME

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The Beer Game was developed at the Massachusetts Institute of Technology's Sloan School of Management by its System Dynamics Group. In this presentation, we show a video on the game as presented in a McNeil/Lehrer News Hour special called "Business Cycles", featuring John Sterman of the System Dynamics Group. We then share our experiences in different ways of administering the game at two different US universities, namely Arizona State University and Tulane University. The game was proven to be extremely effective tool in communicating the logistics supply chain system dynamics and the business cycles to MBA students.