

**BUSINESS GAMES IN ADMINISTRATION**

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## **ABSTRACT**

This research report presents an exploration and description of the business games Anno and Carnival tycoon, in which, there is an analysis of the presence of the administration areas such as Human Resources, Marketing, Management and Finance in each game, taking into account the qualitative paradigm that was carried out through the "coding frames" instrument.

**KEY WORDS:** Business, Tycoon, administration, Human Resources, Marketing, Management, Finance, qualitative, coding frame.

## **RESUMEN**

Este reporte académico investigativo se presenta una exploración y descripción de los juegos de negocios Anno y Carnival. En el cual, hay un análisis de la presencia de las áreas administrativas de recursos humanos, mercadeo, administración y finanzas en cada juego, teniendo en cuenta el paradigma cualitativo que fue llevado a cabo a través del instrumento de recolección "matrices".

**PALABRAS CLAVES:** Negocios, simulador, administración, recursos humanos, mercadeo, administración, finanzas, cualitativo, matrices.

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## **CHAPTER 1 Introduction**

With the technological Era, there are many interesting advances that shows the importance of business games inside the administration's world. Nowadays, the digital Era is characterized with the increase of knowledge through the fast spread of information around the world. This digital Era is recognized such as "the evolution of humanity", that is why its functionality is relevant at this point, because of the transformation and the progression of human beings.

The aim of this research report is to determine if Carnival tycoon and Anno tycoon have the areas of administration such as finance, marketing, human resources and management and if it as a tool, conducts people to the improvement of business administration. This document provides a reference of how to do an academic research reports and how to analyze it in the field of administration to future students of Modern Languages in University ECCI.

### **1.1 Statement of the problem**

At this moment, digital tools have changed the industry because with the use of technology humans can accomplish different types of tasks. It increases human abilities, it simplifies life, the productivity in job's activities changes, it develops innovation and creativity and it improves efficiency and communication as a consequence of the flow of information and knowledge.

Furthermore, in the four areas of business administration such as finance, human resources, marketing and management, digital tools such as web pages, simulators, big data, applications, software, etc., are one of the most important aspects in their functionality and purpose. In fact, Digital tools present great benefits not just for business administration areas, also for other fields such as economy, medicine, research, accounting, science, education, communication, etc., in which the science have reached an unbelievable progress.

## **CHAPTER 2 RESEARCH QUESTION**

How the four areas of administration are included in business games such as Anno and Carnival tycoon?

### **OBJECTIVES**

- To determine how technological games such as Carnival Tycoon and Anno Tycoon have the administration areas such as human resources, management, marketing and finance.
- To Explore and describe the use of tycoons in business administration.

## **CHAPTER 3 Theoretical framework**

As the main purpose of this report is to explore and describe business games in administration, it is necessary to discuss concepts under different constructs or theories that will clarify the path of the study. These constructs arise from the business administration and technological advances. First of all, I will try to define the concepts of technology, digital tools, business games, tycoon games, finance, management, human resources, and marketing, then I will present some previous studies and its importance for these areas.

### **3.1 The concept of Technology**

Technology is an important aspect in the current world. For that reason, it is important to take into account that it is a wide concept and there are many ways to define it. It is possible to say that technology is a group of organizations, information and knowledge that shows the relevance of science. In the concept of Technology, which is not easy to illustrate, there are many authors who explain its definition, Beal (2015) argues that “Technology is an electronic or digital product and a system considered as a group”, meanwhile studies of technology such as, Cusumano, Elenkov ,Zhoa and Reisman, cited as a Wahab (2012) clarify in their research called “Existing studies on technology transfer and international technology transfer have attracted researchers from cross-section of disciplines including organizational management, political science, economics, sociology, anthropology, marketing and recently management of technology” the term „technology“ itself is difficult to interpret, observe or evaluate due to the concepts from various perspectives, research backgrounds and disciplines. Indeed, this term in this research is the main pillar and allows to hold the report.

Additionally, a study that shows the importance of technology is called Handoko, (2014) “the role of government, universities, and businesses in advancing technology for SMEs” innovativeness” he argues that basically technologies plays an important role due to the opportunities that are possible to obtain, it that generates continuous improvement and development.

In the present research report, the role of technology emerge with business games such an advance for the twentieth century.

### **3.2 The concept of Digital tools**

A digital tool is a virtual platform or web page that has a mix of instructional support with appropriate devices, in which you can develop whatever type of activity. Although, another explanation exposes the same idea, it is the capability to use knowledge and abilities related to the development of elements and processes, using technological tools and resources (Soto and Gonzalez, 2013). In fact, in digital business a previous report that develops the influence of digital tools, a digital tool is a virtual platform or web page that has a mix of instructional support with appropriate devices, in which you can develop whatever type of activity.

Although, another explanation exposes the same idea, it is the ability to use knowledge and abilities related to the development of elements and processes, using technological tools and resources (Soto and Gonzalez, 2013). In fact, in digital business a previous report that develops the influence of digital tools, Landscape Market analysis & foresight scenarios report (2012) “Doing business in the digital age: the impact of new ICT developments in the global business” in which the impact of digital tools in business is notorious because customers to reach out

effectiveness looking through the Operating models as digital tool. In this way, these business games or any kind of digital tool have changed the business models.

### **3.3 The concept of business game**

The concept of business game is relevant in technology and administration. In this sense, a business game is a digital development in which through a simulation of a managerial environment you can get great advantages, such as the creation of a new dimension of work, interaction with new tasks and concerns on issues and services among others, the notion such as an amusement experience is based on the concept of software, that guides people in the process of training, learning and practicing in an interactive and dynamic condition, in this case an administrative one.

Likewise, a Tycoon game or a simulation game is related to administration, because the main object of a tycoon game is to catch player's attention through a business simulation, Prensky (2011) claims that "Entertainment sims are driven by excitement and fun. Players must want to pay and use them over and over, so to increase excitement dangerous and unrealistic situations, exaggeration of hazards, multiple lives, and heroic are acceptable and even desirable". Taking it account this previous argue, I agree with this definition, a business game or a simulation game offers entertainment and enjoyment, when the player play it over and over again, it becomes in a necessity for each player. It exists a precedent study done by War (2010) which the era of social networking have bombarded with more publicity about collaborative environments, news feeds, blogs, wikis, podcasting, webcasting, etc. and how technologies have a real business impact discussing its characteristics (pag 591).

### 3.4 The concept of Finance

It is a field in which the value of the money is the principal aim, the administration of money and the assets and liabilities assign the use of this important value, Wang (2006) defines "finance is about the bottom line of business activities, every business is a process of acquiring and disposing assets: real assets (tangible and intangible)". I am in agreement with this previous concept, as the main objective for finance is to increase economic resources and capital, in business games, gamers have an access to that possibility through an organization process in those type of simulators, such as Anno and Carnival Tycoon. The concept of finance also has been explained from Paramasivan, (2009) as "Finance may be defined as the art and science of managing money. It includes financial service and financial instruments, Finance also is referred as the provision of money at the time when it is needed. Finance function is the procurement of funds and their effective utilization in business concerns" (pag. 2). He states that there is a direct relation among the money and the time when it is used, because in a certain way money should be handling in a favorable moment in which it can be invested or well administrated.

Further, In Administration, after an undeniable study of financial business, it is characterized according Wheeler cited as Paramasivan (2009) "business activity which concerns with the acquisition and conversation of capital funds in meeting financial needs and overall objectives of a business enterprise". (pg.2). In this previous definition, it is possible to find a financial balance in a business game, it has disposition of resources such as real assets, goods and monetary flow. The financial results in business games depends on the way the player manage business tools and makes correct decisions.

I am in an agreement with this previous concept, as the main objective for finance is to increase economic resources and capital, in business games, gamers have an access to that possibility through an organization process in those type of simulators, such as Anno and Carnival Tycoon. It must be possible to find a financial balance in a business game, it has disposition of resources such as real assets, goods and monetary flow. The results depend on the way the player manages business tools and makes correct decisions.

### **3.5 The concept of Marketing**

Marketing can be defined as the necessities of consumers and the delivery of products and services that can satisfy consumer's requirements. Primary, it is a concept of a process in which there are four utilities (form utility, place utility, possession utility, time utility) that measure a type of "satisfaction" the activity called exchange or commerce (Fill, Jamieson,2011).

I agree with this previous concept, as the main objective for finance is to increase economic resources and capital, in business games, gamers have an access to that possibility through an organization process in those type of simulators, such as Anno and Carnival Tycoon. Furthermore, Armstrong (2012), suggests "Today, marketing must be understood not in the old sense of making a sale (telling and selling) but in the new sense of satisfying customer needs". Also, the management guru Drucker as cited by Armstrong (2009) "The aim of marketing is to make selling unnecessary". Among those last definitions of marketing, it is necessary to say that "value" and "utilities" will allow to maintain the most important area in marketing consumers the

"satisfaction". Secondary, The concept of Marketing has an element called "marketing mix" which is compound with four main pillars (places, product, promotion and price) and Goi, (2009) in an "International Journal of Marketing Studies" has an explanation of it, the study called a "review of marketing mix: 4ps or more?" argues that marketing mix has two important benefits. First, it is an important tool used to see what the marketing manager's is and the second benefit, is that it helps to reveal another dimension of the marketing manager's job in which in this context as a players of a business games, taking advantage of it makes the business such as great experience.

### **3.6 The concept of Management**

It is a field with a set of "people" or "human capital" that builds an organization. Drucker as cited by Timm (2011) "it is an economic organ, indeed the specifically economic organ of an industrial society. Every act, every decision, every deliberation of management has as its first dimension an economic dimension." in consequence with this previous concept, the economic dimension and business dimension are connected in each aspect.

Also, Tylor as cited by Timm, "to administrate is to plan, organize, command, coordinate and control" according to this, I would say that this is a process in which those previous areas are really important to get the best result of humans with a common objective. Those are just a small view of the meaning of Management, this is a mainly because it is an extensive notion in which there are thousands of studies. One of them such as McKinsey and Company (2007) study, where after spend 5 years developing, testing and applying an approach company's management practices, allowing them to the real business performance and the business environment where

the techniques of good management are well known in the public domain. According to this previous study Management and Business go hand in hand to the same intention, "the best realization of administration".

### **3.7 The concept of human resources**

The field of human resources can be describe as the way of the management and organization of people in certain companies or associations. It involves recruitment and selection, training, endurance legal compliance, compensation and benefits and professional development. In business's world, those are human issues have to be manages by the field of human resources.

According to Saylor (1995) "Human resource management (HRM) is the process of employing people, training them, compensating them, developing policies relating to them, and developing strategies to retain them. As a field, HRM has undergone many changes over the last twenty years, giving it an even more important role in today's organizations." (pg.7). A sample of it, it is the study of "the impact of human resource management practices on turnover productivity, and corporate financial performance" where Human Resources, employee recruitment, incentive compensation and performance has an impact in the industrial field. Also, this study argues that Human Resources exploit the potential strategies to competitive advantages (Huselid, 1995). I affirm this preceding theory because the main intention of Human Resources' field is to maximize people's productivity and performance.

## CHAPTER 4 RESEARCH DESIGN

In fact, in this document I want to show a description of each area of the business administration (finance, human resources, marketing and management), in the technological games, Anno Tycoon and Carnival tycoon. The following chapter shows some aspects related to the research methodology. Primary, I present the research paradigm in which my report is positioned and I explain the type of study that I carried out.

### 4.1 The research paradigm

Qualitative research is concerned by Hancock (2002) as a “developing explanations of social phenomena. That is to say, it aims to help us to understand the world in which we live and why things are the way they are” and at the same time, Creswell, (1998) suggest that “One undertakes qualitative research in a natural setting where the researcher is an instrument of data collection who gathers words or pictures, analyzes them inductively, focuses on the meaning of participants, and describes a process that is expressive and persuasive in language.”(Creswell, 1998). This qualitative paradigm allows presenting a real situation that in this case it is given in the field of technology as a business game in this report.

Also, if we analyze the other definition, the principal aim for this report is for me a researcher, to explore inductively the presence of fields of administration in Anno tycoon and Carnival Tycoon.

## **4.2 Type of study**

The analysis that this research report applied was content analysis, Strauss (1982) "Any researcher who wishes to become proficient at doing qualitative analysis must learn to code well and easily. The excellence of the research rests in large part on the excellence of the coding" (p.27). It is necessary to say that this coding frame require an interpretation with the visual and verbal analysis in each game. The material was distributed in each area, which means that the coding frames have evaluated and they have carried out the final interpretation.

## **4.3 Object of the study**

Now a days, in digital era, there a of business games o simulators. I selected Anno tycoon and Carnival Tycoon as the object of the study in this research report. These business games lead to analyze the four areas of administration (Marketing, Management, Human Resources, and Finance) due to its approach to managerial field. Moreover, these two games are city-buildings that simulate an economic situation.

The principal characteristic of Anno tycoon 1404 is the experience of an online medieval city, in which you can have access to business tools with real time strategies elements. The most important aspect in this game is to have the control of world's decisions and players have the access to get rewards and achievements and it has "world events" or "stages". This tycoon was developed for Microsoft Windows platforms in 2009. It has previous versions in which features and scenarios have changed through the improvement of the game.

Meanwhile, Carnivals tycoon is about building your own carnival situation, with attractions and many places to choose. The principal features in this business game, it is to hire staff, start a marketing campaign, build attractions, sceneries and stalls through a specific goal (win) in which the gamer has an access to the size, the weather, guest's needs, etc. Carnival Tycoon was inspired by Simcity, a game who works in the same aim.

#### **4.4 Instruments**

The instrument of my research report is the coding frame, through my own interpretation, I did a comparison between the games, which helped me to organize the useful information in order to get to the final analysis of the data collected.

**Coding frame:** according to Schreier (2012) "coding frames are important for content analysis because they help to organize the amount of information". The coding frame takes the data and makes it understandable, in this report it will be the instrument for qualitative research.

Each coding frame is divided into four categories in order to organize the information of each game and each area of administration as main concepts.

## CHAPTER 5 DATA ANALYSIS

This research report describes if the four areas of administration are included in the business games such as Anno tycoon and Carnival tycoon. Afterwards, the analysis of each coding frame generates specific results in each field which explain in detail the characteristics of the games.

Firstly, in the area of finance, I found that Anno tycoon and Carnival tycoon have a big influence of financial resources. The information of the heritage, services, goods and the operative cost is so relevant for the games because the most important aspect is to invest in goods and build as much as possible.

Thus, Finance determines the aim of the game because its purpose is to earn money and get benefits. The principal reason through this monetary and profitable activity of construction is to maintain a stable economy. In this way, in these simulator games there are financial decisions that allows the gamer to obtain tools, services, goods, money, etc, and also to have a financial risk in his decisions. The idea of capitalism is relevant in these two games because the mode of production works to generate profit, this virtual industry is controlled by its owner, in this case the gamer.

Secondly, in the area of Marketing these games include its most important issues. The form utility for each game is processed, it means that the game must have what customer wants and needs, for example, the gamer invests in a good that should produces what he expects in order to get "satisfaction". Also, the possession utility that establishes legal ownership in a good, in these games is crucial because under certain guidelines, the gamer uses the simulator with a license of play it, just sign in it. And so on, the place utility in these games is this virtual place where the gamer plays.

Moreover, another important thing in management is the time utility in which the gamer is ready to purchase a product in a specific place and in the right time. In addition, in this area the games have well defined the needs and wants of the gamers, it is notorious how the four utilities of the marketing are develop in each game and how marketing mix (price, place, promotion, product) can be divided to explain the main purpose of these simulation business games.

Furthermore, In Management, these two games develops a managerial use and it exist an evident sense of making sell in this business dimension. Actually, Anno tycoon and Carnyval tycoon have organizational goals such as planning decision and decision making because the control of the managerial tools is quite important due to the utilization of the resources the way the gamer choose certain goals and a way to attain them, the gamer's point of view makes significant decisions.

In addition, related to the organizing, leading and controlling, in these games, the gamer has grouping activities, goals, control and evaluation that are incorporate in an organizational goal. These games include the area of management, the assignments shows how to administrate and the managerial use in each game evident.

Meanwhile, in Human Resources area, Anno tycoon and Carnival Tycoon have some characteristics of this field. The games have a profile for each person but there is a lack of the information of employees. Also, the selection of candidates does not works in the best way in these two games because the idea is to buy or hire employees but each one have the same conditions, thus, the selection of candidates is not accurate.

Likewise, there are no steps to hire them, they don't have trainings and there are not clear benefits for them as employees. It is necessary in types of business games to include human resources aspects to develop a well-defined workforce.

To conclude, the global analysis in this academic research report is that in Business games or simulator games, there is a presence of administration areas, they include Marketing, Management, Human resources and Finance. Although, Human Resources area should have an exceptional unfolding to cover in the best way these managerial areas. According to the previous instrument of coding frames, it is possible to say that a business game is a great tool for the managerial environments and it must be used in companies in order to have an approach to this environment.

## **CHAPTER 6 CONCLUSION AND RECOMMENDATIONS**

In this research report, I describe how technological games such as Anno tycoon and Carnival Tycoon can be fascinating tools for the business world. To describe it, I realized that Anno tycoon and Carnival Tycoon as business games are curious simulators for companies because they have interesting aims related to the process of administration.

The administration areas such as human resources, management, marketing and finance are included in these games, I explored the use of each one in these games and I realized that these simulators let us know how administration works.

This academic research report can be relevant for administration's students because it has a reference of the principal business fields and I recommend to take into account these types of games in order to get an approach of this important field in the business world. In this document, I will recommend these types of reports because they are useful in the academic context such a way to reduce risks in business administration, taking into account virtual tools.

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## APPENDIX

Instruments to analyze and describe business games, Anno Tycoon and Carnival Tycoon.

### OBJECTIVES

- To Explore and describe the managerial elements in each business games.

**NAME OF THE GAME:** Anno tycoon 1404.

**DESIGNER:** David Christiansen

**POPULATION:** All type of gamers in general.

**PUBLISHING DATE:** 15- 06- 2009.

**MODE:** single player, multi-player.

**GENRES:** City-building, Business simulation, Real-time strategy.

**NAME OF THE GAME:** Carnyval **DESIGNER:** Fastpass

**POPULATION:** All type of gamers in general.

**PUBLISHING DATE:** 21-04-2010

**MODE:** single player, multi-player.

**GENRES:** City-building, Business simulation, Real-time strategy.

### APPENDIX 1.

AREA	QUESTION	ANNO TYCOON	CARNIVAL TYCOON
<b>FINANCE</b>	<p>-does it have information about the heritage, services, goods and operative cost?</p> <p>-does finance determine the aim of the game?</p> <p>- What are the financial decisions?</p>	<p>Yes, the purpose of the game is to increase the heritage, so the information about it so relevant for the gamer.</p> <p>-Yes, because its purpose is to earn money and get as much goods as you can. When you built any construction, you will have benefits. This citybuilding simulates an economic situation, in which finance is the most important thing.</p> <p>- In this game you have to make financial decisions such as buy services, houses, tools, built places, get money, etc.</p>	<p>Yes, in this game the gamer will have a certain heritage in which he will work in order to get more goods.</p> <p>Yes, in this game finance it is the most important thing because if you don't have money, you can't get any tool. This game simulates a monetary and profitable</p> <p>-In Carnival, there are financial decisions that allow you to take.</p>

<p><b>FINANCE</b></p>	<p>- are there any option to invest in?</p> <p>- is there a financial risk to take in this game?</p>	<p>-Yes, of course, the purpose of the game is to invest because of the idea of capitalism. It means to have goods with an own profitable benefit.</p> <p>Yes, the risks depends on the decision you make, the risks are evidenced in the moment you lose monetary benefits.</p>	<p>- In this business game when you invest because you will get goods due to the idea of capitalism. It means to have goods with an own profitable benefit.</p> <p>Yes, the risks depends on the decision you make, the risks are evidenced in the moment you lose monetary benefits.</p>
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**APPENDIX 2.**

<b>AREA</b>	<b>QUESTIONS</b>	<b>ANNO TYCOON</b>	<b>CARNIVAL TYCOON</b>
<b>MANAGEMENT</b>	<p>-What is the managerial use of the game?</p> <p>-What is the Planning and Decision Making in the game?</p>	<p>Yes, this game develops a managerial use because it is a simulation of a business situation.</p> <p>The sense of making sell is evident and we have in its business dimension.</p> <p>-The organizational goals like planning and decision making in this game, is to control the resources through the managerial tools. The gamer select goals and a way to attain them.</p>	<p>Yes, this game develops a managerial use because it is a simulation of a business situation.</p> <p>-The game assigns responsibilities for the gamers, then there is an influence of gamer's point of view, because he makes decisions.</p>

<p><b>MANAGEMENT</b></p>	<p>-which aspects are related to organizing, leading, controlling, monitoring and evaluation in the tycoon games?</p>	<p>-According to the activities, in this game we have grouping activities, assignments of each activity, an authority (the gamer) the one that makes decisions and evaluation and control and there are lots of resources. The idea is to reach the organizational goal.</p> <p>-There is a motivation in the game, the gamer is influenced because there are many options to continue with the project because it has notifications that helps you.</p>	<p>-In this game we can find some aspects related to organizing such as assignments for the gamers, authority and an evaluation and control in which you as a gamer will find results. The resources are important.</p> <p>- Managers makes gamers to participate in achieve an organization's goals, in this case to build a certain location and get money.</p>
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<p><b>MANAGEMENT</b></p>		<p>- The actual performance of the gamer is to direct and measure their planned goals</p> <p>-the gamer has a monitoring activity in its decisions, in this way there is constantly evaluation in his job.</p>	<p>- There are some aspects that measure the performance of the gamer.</p> <p>-the gamer has a monitoring activity in its decisions, in this way there is constantly evaluation in his job.</p>
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**APPENDIX 3.**

<b>AREAS</b>	<b>QUESTIONS</b>	<b>ANNO TYCOON</b>	<b>CARNIVAL TYCOON</b>
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<p><b>MARKETING</b></p>	<p>-What is the form utility in this game?</p> <p>-What is the place utility?</p> <p>-What is the possession utility?</p>	<p>-In this case, the game is the product that is processed; the game must have what the customer wants or needs.</p> <p>-This has virtual place in which the gamer can find the game.</p> <p>-The possession of the game is related to the persona information, the gamer has to give his personal information to have (avatar, email, and password) and he will have the rights of his own game.</p>	<p>-Carnival tycoon is processed into a form of what gamer wants.</p> <p>-This has virtual place in which the gamer can find the game.</p> <p>-It is not necessary to give your personal information; this is a free online game.</p>
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<p><b>MARKETING</b></p>	<p>-What is the time utility?</p>	<p>-The right time and the right place in which the gamer is going to play, it will be the time utility.</p>	<p>- The right time and the right place in which the gamer is going to play, it will be the time utility.</p>
	<p>-Does the game have “marketing mix”?</p>	<p>-Yes, product is the game, the price it doesn’t have any because it is a free online game, the place, it is virtual and the promotion it is about the advertisement about it.</p>	<p>-Yes, product is the game, the price it doesn’t have any because it is a free online game, the place, it is virtual and the promotion it is about the advertisement about it.</p>

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## APPENDIX 4

<p><b>HUMAN RESOURCES</b></p>	<p>-Are there specific profiles in the game for employees?</p> <p>-Is there a selection of candidates? How?</p> <p>-Are there steps to hire people?</p> <p>-Do the employees have training? How is that training?</p> <p>-Is there opportunity</p>	<p>-Yes, there are some specific profiles for the people you want to buy.</p> <p>-Yes, there is a selection of people, in this game you can choose what kind of people are you going to use or hire.</p> <p>-No, there are not, the gamer has to pay for hiring.</p> <p>-No, they dont, the virtual people are hired without a previous training.</p> <p>-NO, there is not, the virtual people</p>	<p>-Yes, there are some specific profiles for the people you want to buy.</p> <p>-There is a selection of people, in this game you can choose what kind of people are you going to use or hire.</p> <p>-No, there are not, the gamer has to pay for hiring.</p> <p>-No, they dont, the virtual people are hired without a previous training.</p> <p>-NO, there is not, the</p>
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<b>HUMAN RESOURCES</b>	to be promoted?  -Are there benefits for employees?	cannot be promoted.  -NO, there are not	virtual people cannot be promoted.  -NO, there are not.
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