RESEARCH REPORT ANALYSIS ABOUT "CAT PARK TYCOON"

AURA GONZÁLEZ MORALES

JUAN SALAZAR GÓMEZ

UNIVERSIDAD ECCI

MODERN LANGUAGES PROGRAM

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Abstract

This research aimed to analyze the business simulators, this becomes the first contact a person has with the business environment and decision making, it was focused on management, economic and financial fields, which allowed the gamer to gain knowledge in a company creation, also it developed and implemented management abilities and skills in creating and selling products, resources and money management, market position and teamwork; this to identify the four main management areas (Management, Financial, Human Resources and Marketing). The study was made in a qualitative way, with an exploratory and descriptive research, gathering information and experiences that gamers had using the tycoon, obtaining information through the application and collection instruments analysis as coding frames and surveys. Thus, this report supports the development of a macro project prepared by the academic program of Modern Languages of the ECCI University in Bogotá, Colombia.

Keywords: Business simulator, Financial, Human Resources, Management, Marketing, Matrixes.

RESUMEN

Esta investigación tuvo como objetivo analizar los simuladores empresariales, convirtiéndose este en el primer contacto que tiene una persona con el entorno empresarial y la toma de decisiones, se enfocó en campos administrativos, económicos y financieros, lo cual permitió adquirir conocimientos en la creación de una empresa, asimismo, desarrollar e implementar habilidades y destrezas en gestión de compra y venta de productos, manejo de recursos y dinero, posición en el mercado y trabajo en equipo; identificando cuatro áreas administrativas (Management, Financial, Human Resources and Marketing). El estudio se realizó de forma cualitativa, de tipo exploratorio y descriptivo, recolectando información y experiencias en el uso tycoon a través de la aplicación y análisis de instrumentos de recolección de información como matrices y encuestas. De esta manera, el presente reporte será de apoyo para la elaboración del estado del arte del proyecto macro que elabora el programa académico de lenguas modernas de la universidad ECCI en Bogotá, Colombia.

Palabras claves: Finanzas, Gerencia, Mercadeo, Recursos humanos, simulador empresarial.

TABLE OF CONTENTS

INTRODUCTION

Under the development of the research seminary **" A research analysis on enterprise simulators"** in which the impact of managerial and entrepreneurial learning and practice of administrative issues concerning the academic program of Modern Languages at the University ECCI, simulators are an issue of concern from different analysis management theories.

The concept of tycoon is viewed as a software that simulates a business environment or a specific functional area of a company such as finance or marketing, in which decisions must be made usually in groups under changing economic variables, constraints of time and resources. (Plata, Morales, Arias, 2009).

Accordingly to the above mentioned, these simulators provide the necessary knowledge for those interested in getting information supplementing administrative and managerial studies achieved a priori the interaction with the tycoon, these software allow an administrative practice in a virtual reality that closely resembles the business environment.

With guidance of Cat Park Tycoon simulator which aims to have a weak spot for cats. With Cat Park Tycoon, you collect and take care of cats, each more adorable than the other! Build and decorate your Park the way you want, keep your cats healthy, discover all the different races, and manage the needs of your visitors to create the most popular Park! That will convince the players of the whole world as well as your own friends to come to visit you.

Key features: Collect 40 different races some of which are legendary; discover different environments: prairie, savannah, mountain, and snow; play mini-games daily to obtain exclusive rewards; visit your friends' parks and cooperate with them to increase your mutual success. (Shinypix.2014).

Through the use of Cat Park Tycoon, four key business areas are evidenced for administrative proceedings of any company such as Marketing, Finance, Human Resources and Management; however, the tycoon will not get into the specific sub areas already mentioned that are fundamental to the application of skills apprehended by the future modern languages professionals. These areas are the core of administration; if we ignore that,

knowledge will not be reflected in the workplace, therefore there would be professional failure

Starting from this point, in Cat Park Tycoon each area is reflected as follows: Management takes the players to be general managers developing strategies and making decisions for the company; Finance: Evidences a basic financial report and the use that the player gives to the funds received, Human Resources leads the user to have employees who help in maintaining the physical structure of a company, and finally the marketing area motivate the player to take the establishment to have recognition and increase revenue; nonetheless, the purpose of this study is to analyze the simulators and to create ideas in order to be adapted, there is not any intention of evidencing subtopics that are essential at the time of running a company and to develop skills in a real business environment. This report also serves as a part of the state of art to justify the possible creation of a management simulator for the modern languages academic program at ECCI University.

A qualitative methodology is implemented due to the collection of information and experience while using the simulator by people with basic knowledge of the administrative, managerial and economic fields, analyzing and interpreting the prospect of the same with representative criteria for generating positive changes for business game development.

RESEARCH QUESTION

How are the four main business areas identified and perceived in the Cat Park Tycoon?

Objectives

General.

- To identify the business competences that Cat Park Tycoon develops.

Specifics.

- To describe the weaknesses and strengths developed while using Cat Park Tycoon
- To elaborate a research analysis of Cat Park Tycoon.
- To evaluate the impact that player could get when playing Cat Park Tycoon.

THEORETICAL FRAMEWORK

In a globalized world, new Information and Communications Technology (from now on ICT) create new learning tools that promote the enrichment of knowledge in order to use them in a real environment, ICT help to improve the intellectual skills and offer new platforms for those who want to learn in a virtual reality; these tools are useful because users can practice without fear of a real failure or money loss.

The importance of understanding and applying information and communication technologies is fundamental for the development of people in our current society. Each day ICTs are used more often for information, studying, entertainment and work, or access to services offered by telematics means. Because of this, it becomes a priority to secure access to technological media (infrastructure, hardware, software and internet in particular) as well as the knowledge, management and application of ICT tools and their application (Escuelapdud. n.d.)

With the innovation in ICT systems, learning tools and training are created, these aim at improving quality, development and cognitive skills; this is also known as e-learning systems.

Over the last 10 years, an emerging trend of digital serious games has appeared integrated in the area of e-learning. Digital serious games have been demonstrated to provoke active learner's involvement through exploration, experimentation, competition and cooperation. They have been seen as good opportunity for supporting learning because of their capability to increase visualizations and challenge the student's creativity (Riedel & Huage, as cited in Blažič & Arh 2013).

Starting from this idea, there were created tools with the implementation of G - learning which helps to develop abilities, competences and skills

Within these learning systems, G–learning is implanted, a training process and developer skills which are generated from a simulator "game" in a technical form where the learner explores and investigates, no time limit and facing to decisions making but in a virtual world. These game have as purpose increasing skills and experience in management, finance and marketing. According to Ibrahim Jabary "The g-learning allows people to combine in a single tool, the advantages of e-learning, simulators and video games; It makes it an ideal instrument skills training. (Baquia. January 24, 2012).

As a result of the above, the participation of business games is evidenced for a long time and given the conditions of war that occurred between the countries, (there were developing war games with a larger component of strategy to support decisions of military type, but it was in the nineteenth century where war games took an unprecedented character, reaching to implement them in preparation for world War by the Japanese, with the help of Total War Research Institute and the Naval war College; developing different tools that were used by the British and Americans as simulators to test strategies of war (Mesa, 1995, as cited by Plata, 2008).

From that time the main developments were made, simulations and managerial games, those games begin having a lot of growth and appropriation as a learning tool, both in academia and businesses. Also, the level of complexity has increased with the virtues of technological progress related to the computing and communications, allowing more interaction modeling games and extensive possibilities for decision making. (Plata, Morales Arias, 2009).

That is why the use of tycoon becomes an essential learning tool that is based on a virtual game of strategic practice where this is the first contact a person has with the business environment and decision-making, focused on the administrative, economic and financial field; knowledge in building the company from inception to a full position is acquired. The purpose of this study is to analyze; management abilities and skills in buying and selling products, resources and money management, market position without leaving aside issues such as teamwork, conflict and employees management, mistakes and successes in Cat Park Tycoon.

Over time, there has been created different types of tycoon categorized in known companies, airlines, universities, schools, prisons, zoos, restaurants and more. In 2012 in France born shinypix.com a company with experience in video games and consoles for mobile phones, which decided to create a simulator called Cat Park Tycoon where the player must build and adapt a park of cats, care, feed and keep them fine, getting all possible races, make the park increase his popularity for its visitors, also to know the needs of guests, making it a profitable business.

With the analysis of the Cat Park Tycoon, the development of the four administrative areas is evident: Marketing, Management, Finance and Human Resources, each one of these functions plays a key role. The tycoon should be analyzed from the area of finances, a financial report showing the assets, liabilities and equity, resource management and so on; for the area of management, the importance is on the decision-making by identifying and

anticipating risks, to fulfill the objective of the simulator; with marketing, the player is expected to identify the market positioning, innovation in products and service offered.

As mentioned before, there are four main functional areas in an organization, they should work as a whole, and they are interrelated like this:

Financial. It is concerned with the duties of the financial managers in a business firm. The term financial management has been defined by Solomon, "It is concerned with the efficient use of an important economic resource namely, capital funds". The most popular and acceptable definition of financial management is that it "...deals with procurement of funds and their effective utilization in the business" by S.C. Kuchal. Some authors describe the financial area like this:

- **Howard and Upton:** Financial management "as an application of general managerial principles to the area of financial decision-making.
- **Weston and Brigham:** Financial management "is an area of financial decision-making, harmonizing individual motives and enterprise goals".
- **Joshep and Massie:** Financial management "is the operational activity of a business that is responsible for obtaining and effectively utilizing the funds necessary for efficient operations. (Paramasivan & Subramanian, 2009, pág 19)

To continue with the definition for the main business areas, bellows is exposed a definition according to the author Jiang.

Human resource management. (HRM) is an integrative general management that involves identifying the organization's demand for human resources with particular skills and abilities. (Claire Capon, 2000) As for the introduction of the new products or services, it is necessary for HRM department to know about it. Once the new products or services are introduced, marketing has the responsibility to inform the HRM department punctually and sufficiently. The information for HRM department should be concerned with the new skills and experience needed for the new workers at present. In other words, HRM department should make a strategic plan in training, recruitment and selection of new staff.   (Jiang 2009, page 155)

Due to the importance of knowing the Marketing area definition, these concepts are supported on the authors Jiang and Kotler.

According to Jiang (2009), "marketing demands creativity and innovation, further, new product development is a method of creating, developing and keeping a competitive advantage of an organization. As Gregory R. Elliott states, the elements of marketing concept

involves customer orientation, integrated marketing efforts, resultant profitability. So, it is evident that customers, marketing strategy and profits are vital for businesses. It appears that if companies concentrate on innovation, they will provide new things continuously and create more opportunities to make profit."(Page 154). Also, when analyzing the competitors, Kotler says that to plan effective marketing strategies, the company needs to know as much as possible about its competitors. You must constantly compare their marketing strategies, product, price, channel and promotion with its closest competitors. In this way, the company will discover areas of potential competitive advantages and disadvantages. (Kotler, 2007) To conclude, bellows is shown the last business area supported on Thenmozhi.

Early **management** theory consisted of numerous attempts at getting to know these newcomers to industrial life at the end of the nineteenth century and beginning of the twentieth century in Europe and United States. These includes – Scientific management – Classical organization theory – Behavioral school and management science. (Thenmozhi; n.d, pág 2)

RESEARCH DESIGN

This section will present the used methodology, which allowed the evaluation of the business simulator Cat Park Tycoon. The analysis developed presents a qualitative approach, because a lot of information was gathered and experiences from the Tycoon users, in this case Cart Park Tycoon. Strategies and the skills from the people who played the simulator were evaluated. The evaluation was about the management of a company, through the application and analysis of information gathering tools, through matrixes configured by authors and surveys made from the matrixes.

For this project, qualitative research is a way of seeking social response that focuses on how people make sense of their experiences and the world in which they live. Although there are many ways to do this kind of research, most have a common goal: understanding the social reality of individuals, groups and cultures. Thus the basis of this research is in the interpretation of social reality. (Halloway as cited in Mahtani, 2009, p.22)[1]

This study took the shape of an exploratory research, because people with basic knowledge in different areas, through a virtual game made decisions, implementing skills and abilities in administrative issues such as Management, Marketing, Human Resources and Finance, also the research was descriptive because all the areas mentioned was analyzed in a wide manner, compiling real and objective information during the interaction of business simulator. According to Hernandez and Baptista, an exploratory research is usually performed when the target, a topic or a rarely studied research problem to examine, of which there were many doubts or has not been addressed before. (Hernández, et al, 2003 p.115), also there is another definition from an important author, that helps to understand better what is a descriptive research, "Descriptive research is looking to specify the properties, characteristics and profiles of important individuals, groups, communities or any other phenomenon to submit to an analysis[2]". (Danhke, (1989) as cited in Hernández, et al (2003) p. 117).

Population and sample selection

The type of population consisted of four people aged 20 - 40 years old, who have knowledge in academic programs related to administration, business, and economy and so on, those people are from Bogotá, Colombia.

As a research strategy, an instrument of data collection was the survey which was applied and called "Analysis of the simulator Cat Park Tycoon", its objective was to compare

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[1] Translation by authors
[2] Translation by authors

organize, expand, make experiences and skills in managing of purchases and sale of products, resources and money management, market position, teamwork employees and management, generating profitability and more. Some general questions and answers were used, according to the participants interaction with the simulator, bellow are shown the questions used in the survey:

- Have you ever interacted with a simulator? If yes, describe which one.
- Do you know what the purpose in the use of business simulators?
- How much time did you spend playing Cat Park Tycoon?
- How much variation is in the game according to the decision of the player?
- Does the game allow the player to make strategic financial decisions? How?
- Does the game offer tools for planning and controlling the financial management?
- Describe the typical consumers of the products

To analyze the information in an inside manner, four matrixes were designed and used, each matrix with questions related to the management, marketing, financial and human resources areas, later some interviews were applied to the four people about the using of the simulator. The objective was to implement and fill the matrixes and from the interviews, the goal was to have the knowledge, explore, analyze and know the abilities and skills of each person who was interacting with the business game.

The data collection was in a dynamic manner, the participants were exploring the Tycoon in a certain time without affecting their daily tasks, after the people were playing, and interviews were made to get all the necessary data to analyze the results. Once the answers were made, it was mandatory the comparison between them and the matrixes, so the final analysis could be made.

CODING FRAME ANALYSIS

The coding frames were made to analyze the whole business game, in order to get information based on the four main areas to guide a company with some specifics questions. Management, in which is shown the kinds of management, areas of management, basic management functions, fundamental management skills and more, all of this analyzed according to the game.

Human resources is also analyzed in the coding frames, it tries to look for elements like, workers profiles, candidates selection, steps to hire people, employees training, workers evaluation and feedback, opportunity to be promoted and so on, those aspects were not found completely in the Tycoon but some of them.

The coding frames tries also to find financial aspects like increase of the company, make strategic financial decisions, assets and liabilities money, and amount of funds required for the company operation and more.

Marketing is exposed in the coding frames and it analyzes topics like consumers, raw materials, product processes, transportation, advertisement, costs, and others. All of this coding frames makes an internal analysis for each of the four aspect already mentioned.

Analysis of management area

Usually Management Area is in charge of planning and developing short and long term goals, to reach this goals, there is created function for the company workers in order to evidence abilities on the operative business process. The management area coding frames analyses the topics as follows:

Aspect	Question	Business game	Analysis of aspect
Kinds of Managers	The 3 management levels are clearly exposed in the game?	Cat Park Tycoon	The guides as the game progresses are reporting what does require the park and how the player can get the resources to solve the needs of customers.

For kinds of management variables, it was wanted to show if the business simulator Cart Park Tycoon has administrators for each function, or if one person was in charge of the whole process and make the decisions that will be generated in the course of the game; it means to have evidences if the game has a structural and business organization.

As a result of the above, it could said that the Cat Park Tycoon simulator shows no clear organization and business management because the park guides, as the game progresses, they report through dialogs what new attractions or cats razes now the player can add to the park, also the clients express their needs while they are in the park and how the player will get the resources to meet the needs of customers; however, they are addressed by the gamers as the Tycoon administrators, this same process occurred with employees who are formed as the park is growing, they are available to the park but they are not monitored or evaluated.

From the point of view, the Tycoon was analyzed and it was found that it does not have leaders in the process that requires the creation and maintenance of the park, nonetheless, it is not essential that there are several leaders who perform the processes, the purpose is to develop the Tycoon skills and strategies when users run a company, so the player must interact and be the leader in all areas, which will help the player to increase their skills as a manager, coordinator and supervisor.

Other categories managed in the analysis coding frame are the areas of management: marketing, management, finance, operations, human resources and general managers, in which it is wanted to show if the Tycoon has an area for all these aspects, in other words if the Cat Park Tycoon has an area to hire staff, one responsible for transforming raw materials, to manage, control and distribute the products or services and make an accounting.

Therefore, in the tycoon was noted that these aspects are developed, for example, in a certain time a popup window shows the income and expenses generated by the park, also the number of people entering the park is very like a financial balance, after the game progressed the park needs employees to help with the park maintenance and there is a need for resources for recruitment them and to pay the stipulated; in relation to the marketing aspect, as the game progressed razes of cats had an added value such as color, price and type of habitat; once this new kind of cat was obtained the park increased its popularity, but this was handled by one person (the tycoon player). It is concluded that it was not necessary for each area, it is not that relevant.

Returning to the subject of raw materials, the feasibility of having management of raw materials was analyzed in the simulator which are not affirmed, nevertheless, it was proposed to be the player who initially manages the raw material before obtaining attractions and other elements analyzed from the park.

Continuing with the variables analysis of the management area there are the basic functions of management: planning, organizing, leading and controlling, for which it was shown as follows: It was planned how to adapt the park and location for shops, bathrooms ,

fences cats and decoration; the organization was reflected to the park space and/or land, that was available; controlling was obtained on food for cats and visitors, animals cares, maintaining the decor that were mostly plants, trees and palms; and leadership while managing the Tycoon, it was outstanding the park, It was operating properly to have not losses.

Bringing up the subject of decision-making, internally and with participants it was asked how much variation had the Tycoon in every decision taken and it was found that it is very relevant, the player is who takes the action and creation of the park, also each decision maintains the balance between animals, plants, animal feed, irrigation of plants and customers who visit the park; the players decision determines the initiation, development and purpose of the game, getting the goal or not. However, one of the participants exposed that the game becomes monotonous making every decision.

Analysis of the human resources area

Human Resources area is in charge of selection, motivation, employee training, implementation of internal and external policies and work environment strengthening. For Cat Park Tycoon were taken into account the following coding frame and variables:

Aspect	Question	Business game	Analysis of aspect
Profiles of employees	Are there specific profiles in the Company for employee?	Cat Park Tycoon	There is an employee for each task, however, there is not a specific profile which shows the workers functions and obligations.

In the human resources area was evaluated if the Tycoon had specific profiles for employees to develop actions in the process of the game, nonetheless, only the role and duties are evidenced for each employee, there is not detailed profile with functions and obligations. A selection process is not reflected because it is automatically as the game progresses and according to the needs, new prospective employees appear. According to the internal coding frames and contribution of participants, it was observed that in this variable every tycoon must have the human resources area, not in detail but clear, the player must expand their knowledge in the recruitment process, because the gamers are those who support the business processes.

After the recruitment and development of functions, the HR department is responsible for training employees in order to improve internal processes; nevertheless, the simulator Cat

Park Tycoon does not have this. Automatically employees know what their job is, there is not evidenced motivation, benefits, recognition or opportunities; the performance of employees is very monotonous and automatic. Together with participants, it was concluded that these aspects are essential in a real work environment.

Finally, with variable of laws or conditions, it was observed that the business simulator does not have specific laws that are related to the use of the tycoon and it was expressed by the gamers that those are not relevant or appropriate.

Analysis of marketing area

Marketing area breaks down topics as: promotion, sales, consumers, processes, market recognition and others, for this reason the analysis was based on three general aspects: consumers, processes and promotion, following this coding frame:

Aspect	Question	Business game	Analysis of aspect
Process	How is the product processed?	Cat Park Tycoon	The aim is to create a park of cats, each fence has different materials and as the game progresses you can add ice cream parlors, bathrooms, floors, roads, and more for visitors to tour the park.

The analysis was described as follows: the main consumers inside the simulator were the Cat Park Tycoon visitors, who could interact in short tours with different cat razes, use the park attractions and places like ice cream shops, bathrooms, gift stores and fast food shops.

Subsequently, the tycoon process was analyzed and it was concluded that the raw materials used are: wood, ice, earth, stone and plants, which contributed to the process of creating the park; as the game progresses each attraction is going to be unlocked and it allows the manager to add the places mentioned above. In the process, the transportation of the products was not evidenced; by clicking, the simulator had each product or service the player needed.

On the other hand, the place and promotion was applied but not totally, it means, it was observed the cats prices, the park entrance, the fences, the establishment but it was not described the ice cream costs, burgers, cats food, each gift from the store, neither was shown the promotion in order to make the park increase their recognition, that aspect is very important for the participants.

Analysis of financial area

The Financial area describes aspects like assets and liabilities, management of resources inside a company, in the Tycoon analysis were distinguished two general aspects, financial control and assets and liabilities, using the following coding frame:

Aspect	Question	Business game	Analysis of aspect
Financial control	Does the game allow the player to make strategic financial decisions? How?	Cat Park Tycoon	Yes, the user should manage resources and money, player can add or take off anything depending the costs, the money and the incomes the user want to have.

The interaction with tycoon allowed players to take financial decisions, handling money from the beginning to the purchase of new animals, it allowed to plan and control the resources that are acquired during the interaction with the tycoon, and also it was evidenced that managers can increase incomes with new attractions. Tycoon participants socialized that financial decisions contribute to advancing in the development of the game, as it allows to buy attractions and new animals, so the player can get more visitors and gain recognition.

Regarding the variable of assets and liabilities, it was observed that at one time there is a balance of incomes, expenses, and number of visitors entering the park, as well, on the main screen the amount of resources which the player have is shown, but in the financial report it was not shown in detail what each entry corresponds. Importantly, the game requires careful management of the acquired liabilities because every decor, adaptation and animal has a life time, if this is not preserved the park are going to lose visitors and popularity.

To conclude, the players shared that the most exposed area in Cat Park Tycoon is Financial Area, it helped to develop monetary resources management, assets and liabilities skills, this all similar to a real business environment.

CONCLUSIONS AND RECOMMENDATIONS

Through the interface of Cat Park Tycoon, the player can fully identify the four main business areas (Management, Financial, Human Resources and Marketing), which were recognized during the interaction with the business simulator and they give reason to this research that was made in this period. Although some of these key areas are not exposed in the surface, with the analysis were evaluated and distinguished as follows: Management area through decision making, management areas, basic management functions, Human Resources management. In spite of Human Resources area have just a little implementation in the game, the player can see aspects as recruitment, workers tasks and payments. Finance area was shown by a good resources management, the assets and liabilities identification, generating a financial balance, incomes and increase park financial stability; to conclude the marketing area is reflected in the product prices, product sales, product promotion and recognition of the park.

In the simulator are identified business skills, abilities, knowledge, behaviors, thoughts and values, seeking to develop an entrepreneur, able to generate wealth and social development, starting with creating a productive business. Some of these skills are: Good management of the funds obtained, the identification of assets and liabilities, management administration, future strategic ideas, among others, to be applied in a real environment.

By four matrices the business simulator Cat Park Tycoon was analyzed, showing the four main areas from management, also with the help of four participating it was possible to obtain the weaknesses and strengths that the game has; in addition, the impact of players according to the use of the Tycoon.

After combine the results from the matrixes and the people who played the Tycoon, there are some aspects that must be improve in order to make the game mix better the four main business areas and make people feel entertained while playing the game, all of this to reach the goal of learn and have fun at the same process.

Some of the people who played the game confirm that the game is boring and monotonous; they said that there is no enough interaction between the gamer and the game, which is very important for a learning process, the most the game is entertaining and involving, the most the player is going to understand and learn knowledge about a company and how to be a manager combining all the abilities and skills exposed in the business game

Together, the players and the matrix found that there is more entertaining aspects to improve than those of business skills, the research have shown that there is no enough

product variation, the game only offers the possibility of selling ice creams, burgers, French fries and bathroom services, although the player can enjoy selling products, the game does not show the selling process, furthermore there is not a popup window that exposes the real cost of each products and how much is the gamer earning when the visitors are buying anything at the park, so the game needs to show product variation to offer them to the visitors and show how much money the gamer is earning in a real time.

While the game is played, there is found that the Human Resources department is almost null, it does not show employee profiles, the player is not allowed to choose a specific worker according to his abilities, there is a mandatory option to hire people who work in the park, there is no steps to hire people, workers in the park does not have any training, evaluation, opportunities to be promoted, extra benefits or any awards in order to congratulate them, furthermore there are not laws for or against the workers. As the research exposed it, the improvement in Human Resources department is very poor, it would be awfully good to add all of the aspects above mentioned to the game in order to complete the main business areas, this would make the player have more knowledge in HR and it will improve the game in a Tycoon which combine every aspect of a company in a virtual reality.

For marketing area, the game needs more evidence of it, for example: An alternative could be that the girl guide of the park gives to the player the option of choosing an advertising medium that promotes the park, showing the promotion cost and popularity obtained; similar to obtain a new cat raze.

Another point to take into account is the raw material, in the game main screen is not an advice of how much raw material the player have or how much raw material the player expense when he build any new place in the Cat Park Tycoon, that is very important to know because the player will learn how to manage the raw material and calculate in a more realistic way, the incomes and the expenses.

One of the most important aspects is that the game is very automatic, according to the coding frames and people who were playing the game, almost everything is done with just one click, build places, fences, roads, cats, flowers, plant and more. According to the internal and external research the interaction between the game and the gamers is not appropriate, there is no process to anything, all of the stuff to do is made by a simple click, that is the most important reason of why people get boring while playing Cat Park Tycoon, everything is so automatic that the player only have to make a click, the gamer must think about decisions, make some clicks and then the player could have the most amazing park.

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APPENDIX A
A1. Analysis of management area about cat par tycoon.

ANALYSIS OF MANAGEMENT AREA				
Aspect			**Simulator**	**Analysis of aspect**
Kinds of Managers	Levels of management Middle management First line managers	**The 3 management levels are clearly exposed in the game?**	**CAT PARK TYCOON**	The different positions are apparent but they are not very marked, for example: The guides as the game progresses are reporting what does require the park and how can the player get the resources to solve the needs of customers, however, they are addressed by the user as the tycoon managers, this also goes for employees, they are available to the park but they are not supervised by anyone. With one click you can remove the employee.
Areas of Management	Marketing managers	**Can the player handle all of the areas of management while playing the game?**		The tycoon shows the incomes, expenses and people entering the park, in order to have a small basic financial report, also in the course of the game workers are needed to help with park maintenance, and they have to be hired, for the marketing issue, with the increment of visitors, new cats with added values as colors are exhibited, the player purchases cats with certain values, more visitors get in the park, but all of this is handled by a single person (the player) nor would it be necessary to have a person for each area, it is not so relevant.
	Financial managers			
	Operations managers			
	Human resources managers - General managers			
Basic Management Functions	Planning and decisión making	**Does the simulator show all of the basic management functions?**		The tycoon shows the incomes, expenses and people entering the park, in order to have a small basic financial report, also in the course of the game workers are needed to help with park maintenance, and they have to be hired, for the marketing issue, with the increment of visitors, new cats with added values as colors are exhibited, the player purchases cats with certain values, more visitors get in the park, but all of this is handled by a single person (the player) nor would it be necessary to have a person for each area, it is not so relevant.
	Organizing			
	Leading - Controlling			
Fundamental Management skill	Technical Skills - Interpersonal Skills - Conceptual skills	**Is it necessary to use the fundamental management skills when using the game?**		Yes, it is necessary both to decision-making, resource management and any operation carried out during the game.
	Diagnostic Skills - Communication			
	Decision- Making Skills - Time - Management Skills			
How can the game change when the player takes any decision? Is it a variation in the process depending on what the players decide?				Decisions making of the player is relevant in simulator, because the users is who takes action and creates the park (in this case); the decision of the player determines the process and purpose of the game whether or not the goal is achieved.
Can the player manage raw material in the game?				No, however, it is porposed to be the player who initially manage the raw material before obtaining attractions and other elements of the park.

A2. Analysis of human resources area about cat par tycoon.

ANALYSIS OF THE HUMAN RESOURCES AREA				
Aspects		**Simulator**	**Analysis of aspect**	**Improvement strategy**
PROFILES OF EMPLOYEES	**Are there specific profiles in the Company for employee?**	**CAT PARK TYCOON**	There is an employee for each task, however, there is not a specific profile which shows the workers functions and obligations.	
	Is there a selection of candidate		There is not an employee selection, automatically the game propose the employees depending on the game need.	
	Are there steps to hire people?			
TRAINING AND INCENTIVES	**Do the employees have training?**		No, employees are already capacited for develop their tasks.	
	Is there constant evaluation?		No, employees are not evaluated.	It is not necessary to evaluate them.
	Is there opportunity to be promoted		No, employees do not receive any motivation.	It is necessary to motivate, but in this case it is not important because employees do their tasks with demand any motivation.
	Are there benefits for employee?		There is not extra benefits for employees.	This point is very important, it contributes to make the workers feel good, but in the game it is not necessary.
	Are there awards or recognition for employee?		There is not any recognition for employees.	The only recognition the workers have is the salary.
LAWS	**Are there laws?**		There is not hiring laws.	

A3. Analysis of financial area about cat par tycoon.

ANALYSIS OF FINANCIAL AREA				
	Aspects	**Simulator**	**Analysis of aspect**	**Improvement strategy**
FINANCIAL CONTROL	**Does the game allow the incensement of the company? How?**	**CAT PARK TYCOON**	Yes, because if the park have more attractions and products, the users recieves more incomes.	
	Does the game allow the player to make strategic financial decisions? How?		Yes, the user should manage resources and money, player can add or take off anything depending the costs, the money and the incomes the user want to have.	
	Does the game offer tools for planning and controlling the financial management?		It is not implicit but planning and financial control is evident in every decision made in the game.	
ASSETS AND LIABILITIES	**Does the game show information of assets and liabilitiesmoney in the company? How?**		Yes, in every moment, incomes, expences, people that enter to the park are in the screen, the user can see also the coins and money.	It is necessary to know the individual cost for each product to sell them, this Tycoon dos not show how much each product cost.
	Does the game allow to sell the fixed assets?		Yes, it is the main game porpuse, to buy lands, fences for cats, ice cream shops, and fast food shops, also the player can buy decoration, plant, and so on. All of this in order to increase the park incomes.	
	Does the game allow to determine the amount of funds required for the company operation?		Yes, because the user needs certain amount of money to keep the company alive. (buying food for cats, mantaining the fences and more).	

A4. Analysis of marketing area about cat par tycoon.

ANALYSIS OF MARKETING AREA				
Aspects		Simulator	Analysis of aspect	Improvement strategy
CONSUMERS	Describe the typical consumers of the products	CAT PARK TYCOON	The main consumers are the ones who can visit the cats of different races and see all the attractions of the park and the needs that are generated such as use of a bathroom, buying ice cream, food and gifts.	Implement more variety in physical appearance of consumers, products or services because if the game have the same characters entering the park, reality ins taken off from the game.
PROCESS	What raw materials are used to make this products?		The raw materials used are wood, ice, earth, stone, and plants.	
	How is the product processed?		The aim is to create a park of cats, each fence has different materials and as the game progresses you can add ice cream parlors, bathrooms, floors, roads, and more for visitors to tour the park. The money collected is paid for entrance tickets, visit the animals, go to the bathroom, and buy ice cream, chips, hamburgers and gifts. The more services you have the more you get money. Note: Everything is automatic and the product process is not evidence.	
	How is the product transported?		There is no evidence that the products are transported (With one-click the ice cream is created and people walk over there, there is not a person who "attend and simulates the delivery of ice creams)	
ADVERTISEMENT	How is the product promoted and advertised?		There are not advertisements for their products	An alternative may be that the guide on the game, give the player the option to choose which advertising promotes the park and its equivalent cost also, and depending on what is invested in advertising it will be the number of visitors entering to the park.

PLACE AND PROMOTION	How much does the product cost?		Buying cats has a value between 70 and 100,000 coins, each cat have different prices, fences are between 4500 and 5500 coins, roads 100 coins, toilets 2000 and entrance 328, ice creams 588 and ice cream shops 2500, fries shops 5500, burgers 8000, decoration between 200 and 800 coins.	
	Where is it sold?		Products such as ice cream, potatoes, and hamburgers are sold within the park, the same for the cats exhibition.	
Each item above is part of the marketing process. Many other activities are considered to be part of marketing			Implement more products and services for sale in order to increase profits and have more incomes.	

B1. Analysis of participants about cat par tycoon.

Nombre: Andrés Hernández
Edad: 20 años

Descripción del Cat Park Tycoon Simulator

El jugador debe construir y adecuar un parque de gatos, cuidar, alimentar y mantenerlos, obtener todas las razas posibles, hacer que el parque tenga popularidad para incrementar sus visitantes, también, satisfacer las necesidades de los invitados, convirtiéndolo en un negocio rentable.

Propósito del Tycoon

El propósito es analizar crear, desarrollar e implementar habilidades y destrezas en gestión de compra y venta de productos, administración de recursos y dinero, posición en el mercado sin dejar de un lado temas como, trabajo en equipo, manejo de empleados y enfrentarse a problemas, errores y aciertos.

A continuación, se despliegan una serie de preguntas que ayudarán en análisis del Tycoon. Por favor responda de manera objetiva y real.

- ¿Anteriormente usted había interactuado con un simulador? Si En caso de ser afirmativa su respuesta describa cuál. Los Sims
- ¿Sabe usted cuál es la finalidad del uso de los simuladores empresariales? Supongo que se utilizan para la interacción para realizar un negocio.
- ¿Cuál fue el tiempo estimado en la interacción de Cat Park Tycoon? 1 día en total.

De acuerdo a las cuatro áreas de administración: Gerencia, Recursos humanos, Finanzas and Mercadeo responda:

- ¿Qué tanta variación tiene el juego de acuerdo a la toma de decisiones del jugador? Mucha.
- ¿Permite al jugador tomar decisiones estratégicas financieras? ¿De qué manera? si, mirando cuales son los valores a invertir, para así realizar un presupuesto y saber si vamos a tener utilidad o perdida.
- ¿Ofrece herramientas para planear y controlar la gestión financiera? si con el informe de ingreso de gastos e ingresos.
- ¿Según el aspecto de marketing cómo ve usted que el juego se involucre en cuanto a la parte publicitaria del producto o servicio del Tycoon?
- ¿Describe los consumidores del producto? personas que quieren poner en práctica el conocimiento de administracion de un negocio, aprender a utilizar diferentes sistemas de administración.
- ¿En cuanto al aspecto de Recursos Humanos, como es el manejo de personal dentro del juego que aspectos resalta y que aspectos mejoraría? que para cualquier negocio o empresa siempre es importante contar con el personal necesario para realizar las diferentes labores, además que tener el presupuesto para contar con este personal.

- ¿Qué aspectos resalta y qué aspectos se deben mejorar en el uso del Cat Park Tycoon? a mi punto de vista el juego es muy aburrido, hay muy poca interacción entre el jugador y el juego.

Agradecemos su punto de vista y participación.

B2. Analysis of participants about cat par tycoon.

Nombre: Karen Hernández Culma
Edad: 28 años

Descripción del Cat Park Tycoon Simulator

El jugador debe construir y adecuar un parque de gatos, cuidar, alimentar y mantenerlos, obtener todas las razas posibles, hacer que el parque tenga popularidad para incrementar sus visitantes, también, satisfacer las necesidades de los invitados, convirtiéndolo en un negocio rentable.

Propósito del Tycoon

El propósito es analizar crear, desarrollar e implementar habilidades y destrezas en gestión de compra y venta de productos, administración de recursos y dinero, posición en el mercado sin dejar de un lado temas como, trabajo en equipo, manejo de empleados y enfrentarse a problemas, errores y aciertos.

A continuación, se despliegan una serie de preguntas que ayudarán en análisis del Tycoon. Por favor responda de manera objetiva y real.

- ¿Anteriormente usted había interactuado con un simulador? En caso de ser afirmativa su respuesta describa cuál. No
- ¿Sabe usted cuál es la finalidad del uso de los simuladores empresariales? No
- ¿Cuál fue el tiempo estimado en la interacción de Cat Park Tycoon? Máximo 10 horas en total

De acuerdo a las cuatro áreas de administración: Gerencia, Recursos humanos, Finanzas and Mercadeo responda:

- ¿Qué tanta variación tiene el juego de acuerdo a la toma de decisiones del jugador?
- ¿Permite al jugador tomar decisiones estratégicas financieras? Si ¿De qué manera? analizando la mejor manera de utilizar el dinero en la inversión del parque.
- ¿Ofrece herramientas para planear y controlar la gestión financiera? La herramienta que plantea el juego es una tabla donde se mide los gastos, los ingresos.
- ¿Según el aspecto de marketing cómo ve usted que el juego se involucre en cuanto a la parte publicitaria del producto o servicio del Tycoon?
- ¿Describe los consumidores del producto? en el juego, visitantes de un parque de gatos donde invierten en la entrada, tienda de helados para buscar diversión, del juego personas que quieren interactuar construyendo una empresa para así conocer cómo

administrar un negocio, y aprender en la toma de decisiones en inversión, contratación y administración financiera.

- ¿En cuanto al aspecto de Recursos Humanos, como es el manejo de personal dentro del juego que aspectos resalta y que aspectos mejoraría? En lo observado resalto que se tiene en cuenta el presupuesto que se utiliza para los empleados.
- ¿Qué aspectos resalta y qué aspectos se deben mejorar en el uso del Cat Park Tycoon? Hay que mejorar que no hay mucha interacción en el juego, al inicio son muy limitadas las acciones por realizar.

Agradecemos su punto de vista y participación.

B3. Analysis of participants about cat par tycoon.

Nombre: NATALIA RODRIGUEZ
Edad: 26

Descripción del Cat Park Tycoon Simulator

El jugador debe construir y adecuar un parque de gatos, cuidar, alimentar y mantenerlos, obtener todas las razas posibles, hacer que el parque tenga popularidad para incrementar sus visitantes, también, satisfacer las necesidades de los invitados, convirtiéndolo en un negocio rentable.

Propósito del Tycoon

El propósito es analizar crear, desarrollar e implementar habilidades y destrezas en gestión de compra y venta de productos, administración de recursos y dinero, posición en el mercado sin dejar de un lado temas como, trabajo en equipo, manejo de empleados y enfrentarse a problemas, errores y aciertos.

A continuación, se despliegan una serie de preguntas que ayudarán en análisis del Tycoon. Por favor responda de manera objetiva y real.

- ¿Anteriormente usted había interactuado con un simulador? En caso de ser afirmativa su respuesta describa cuál. NO
- ¿Sabe usted cuál es la finalidad del uso de los simuladores empresariales? NO
- ¿Cuál fue el tiempo estimado en la interacción de Cat Park Tycoon? 3 HORAS, 1 HORA CADA DIA

De acuerdo a las cuatro áreas de administración: Gerencia, Recursos humanos, Finanzas and Mercadeo responda:

- ¿Qué tanta variación tiene el juego de acuerdo a la toma de decisiones del jugador? LLEGA UN MOMENTO EN EL QUE LA TOMA DE DECISIONES EN EL JUEGO ES MONOTONA

- ¿Permite al jugador tomar decisiones estratégicas financieras? SI ¿De qué manera? MANEJANDO EL PRECIO DE LA ENTRADA AL PARQUE
- ¿Ofrece herramientas para planear y controlar la gestión financiera? SI
- ¿Según el aspecto de marketing cómo ve usted que el juego se involucre en cuanto a la parte publicitaria del producto o servicio del Tycoon? LA PUBLLICIDAD ES EL MISMO MODELO DEL JUEGO, DEBIDO A QUE ESTA MARCA PRODUCE JUEGOS CON ESTE PERFIL
- ¿Describe los consumidores del producto? PUBLICO JOVEN
- ¿En cuanto al aspecto de Recursos Humanos, como es el manejo de personal dentro del juego que aspectos resalta y que aspectos mejoraría? EL MANEJO ES CONFORME AL CRECIMIENTO DEL PARQUE. NO HAY NADA QUE MEJORAR
- ¿Qué aspectos resalta y qué aspectos se deben mejorar en el uso del Cat Park Tycoon? RESALTO EL INGENIO POR HACER QUE EL PARQUE CREZCA, GENERANDO MAS INGRESOS. NO HAY NADA QUE MEJORAR
-

Agradecemos su punto de vista y participación.

B4. Analysis of participants about cat par tycoon.

Nombre Alexander Penagos
Edad: 37 años

Descripción del Cat Park Tycoon Simulator

El jugador debe construir y adecuar un parque de gatos, cuidar, alimentar y mantenerlos, obtener todas las razas posibles, hacer que el parque tenga popularidad para incrementar sus visitantes, también, satisfacer las necesidades de los invitados, convirtiéndolo en un negocio rentable.

Propósito del Tycoon

El propósito es analizar crear, desarrollar e implementar habilidades y destrezas en gestión de compra y venta de productos, administración de recursos y dinero, posición en el mercado sin dejar de un lado temas como, trabajo en equipo, manejo de empleados y enfrentarse a problemas, errores y aciertos.

A continuación, se despliegan una serie de preguntas que ayudarán en análisis del Tycoon. Por favor responda de manera objetiva y real.

- ¿Anteriormente usted había interactuado con un simulador? En caso de ser afirmativa su respuesta describa cuál.
  - No
- ¿Sabe usted cuál es la finalidad del uso de los simuladores empresariales?
  - No sé con precision.
- ¿Cuál fue el tiempo estimado en la interacción de Cat Park Tycoon?
  - 25 minutos.

 De acuerdo a las cuatro áreas de administración: Gerencia, Recursos humanos, Finanzas and Mercadeo responda:

- ¿Qué tanta variación tiene el juego de acuerdo a la toma de decisiones del jugador?
  - El juego permite tomar diferentes decisiones respecto a que cuando el jugador cree haberlo logrado todo, éste debe estar pendiente de cada uno de los elementos que adquirió, para mantener equilibrio entre activos (animales, plantas, alimento de los animales, riegos de plantas) y los clientes que visitan el parque.
- ¿Permite al jugador tomar decisiones estratégicas financieras? ¿De qué manera?
  - Si, cuando el jugador ve que todo marcha bien y que hay afluencia de visitantes, en ese momento considera subir un poco el precio para obtener mayor ganancia, pero sin que los clientes dejen de visitar el parque.
- ¿Ofrece herramientas para planear y controlar la gestión financiera?
  - Sí, hay unos recuadros que indican el dinero del que dispone el jugador y si éste a su vez tiene capacidad para efectuar más compras, pero no fue muy claro para mí esa parte como gestión financiera dentro del juego. De hecho, no supe cómo hacer para efectuar más compras.
- ¿Según el aspecto de marketing cómo ve usted que el juego se involucre en cuanto a la parte publicitaria del producto o servicio del Tycoon?
  - No logro identificar un aspecto publicitario dentro del juego.
- ¿Describe los consumidores del producto?
  - Entiendo que los consumidores del producto son los clientes del juego y el jugador.
- ¿En cuanto al aspecto de Recursos Humanos, como es el manejo de personal dentro del juego que aspectos resalta y que aspectos mejoraría?
  - No logro identificar dentro del juego cual es la parte de Recursos humanos.
- ¿Qué aspectos resalta y qué aspectos se deben mejorar en el uso del Cat Park Tycoon?
  - Me parece que afecta el dispositivo electrónico, porque en mi caso particular, mi teléfono celular se bloqueó por unos minutos y la pantalla quedó totalmente en negro, por lo cual me dio desconfianza y lo desinstalé cuando pude recuperar el funcionamiento de mi teléfono móvil.

Agradecemos su punto de vista y participación.