

Schools Case Study

In partnership with



February 2024



Empowering schools students through competitive online business simulation training



Introduction

In the wake of technological advancements and the challenges posed by traditional teaching methods, schools globally have been exploring innovative avenues to enhance educational outcomes.

This case study explores the pilot implementation of a competitive online [Immersive Edge](#) (formerly *GingrTech*) experiential learning training program in partnership with [**South of Scotland Enterprise**](#) [**DYW Borders**](#) & [**DYW Dumfries & Galloway**](#), aimed at fostering teamworking skills and increasing student confidence whilst bringing knowledge of business studies to life for students in school classrooms.

Background

[**South of Scotland Enterprise**](#) engaged [**DYW Borders**](#) & [**DYW Dumfries & Galloway**](#) to put forward the idea of the pilot to their respective schools networks, with an online insights drop-in session subsequently set up for staff to attend, during which Elton Daddow, Commercial & Training Director at [Immersive Edge](#), gave an overview presentation of business simulations with live Q&A for all attendees to assess suitability for their respective schools and colleges.

6 schools from **Dumfries and Galloway** and **Borders** regions subsequently expressed interest in participating in a pilot online simulation competition to involve 5-6 senior students from each school respectively.

Meet the Teams

6 schools from **Dumfries & Galloway & Borders** regions took part in 2 competitive online **Teamwork.Inc** business simulation competition heats.



What is “**Experiential Learning**” and how does it work?

[This FutureLearn article](#) explains further.

Borders

Eyemouth High School

Jedburgh Grammar Campus

Earlston High School



TeamWork.Inc

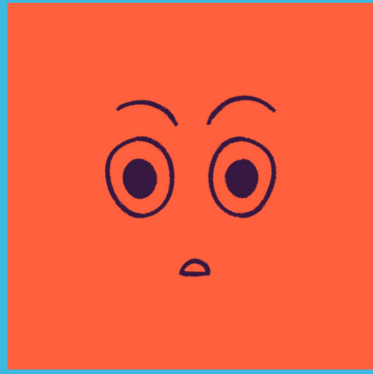
Dumfries & Galloway

Dumfries Academy

Dalbeattie High School

Lockerbie Academy





Agreed Objectives



Support innovative, creative approaches to engaging students in a safe space - learning by doing

Foster a collaborative learning culture among pupils through immersive online learning

Exposure to running a company, business functions and interactions and decision-making between departments

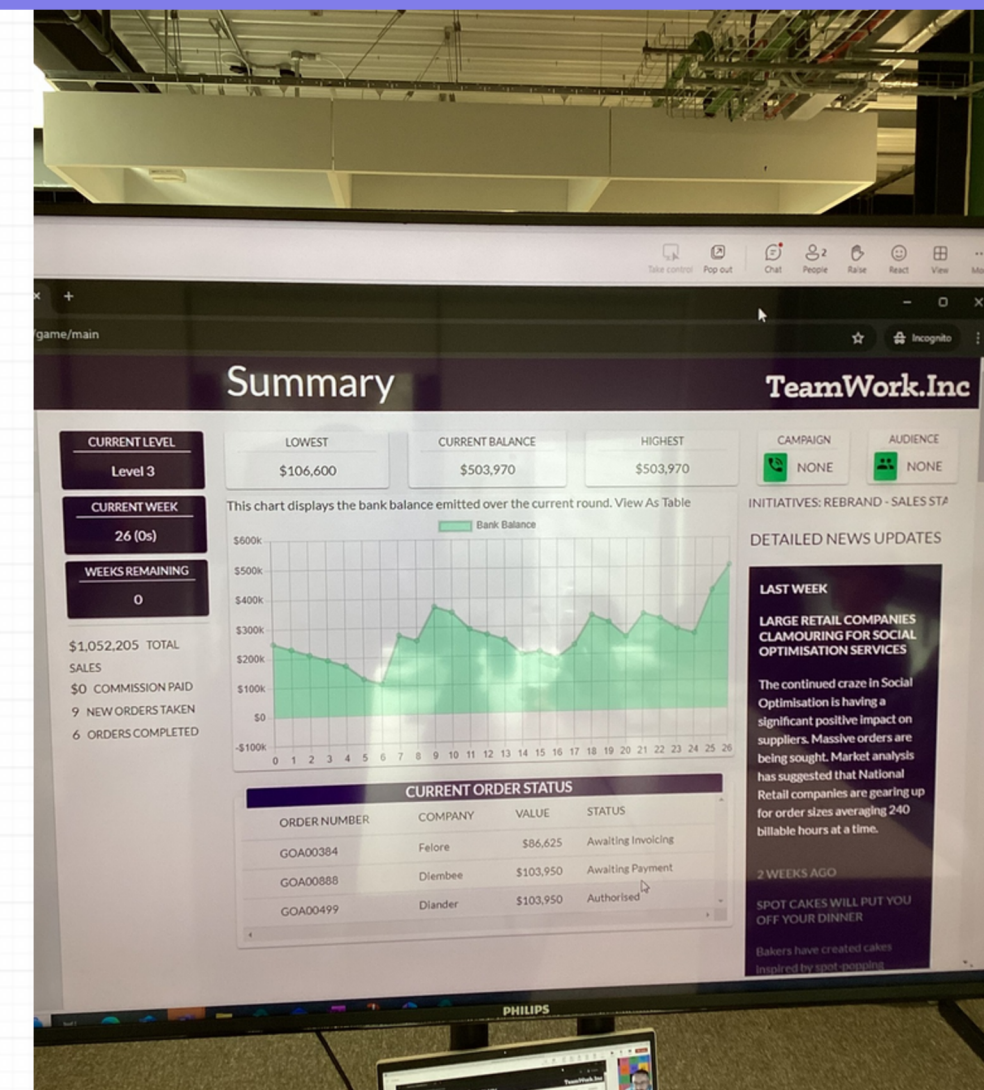
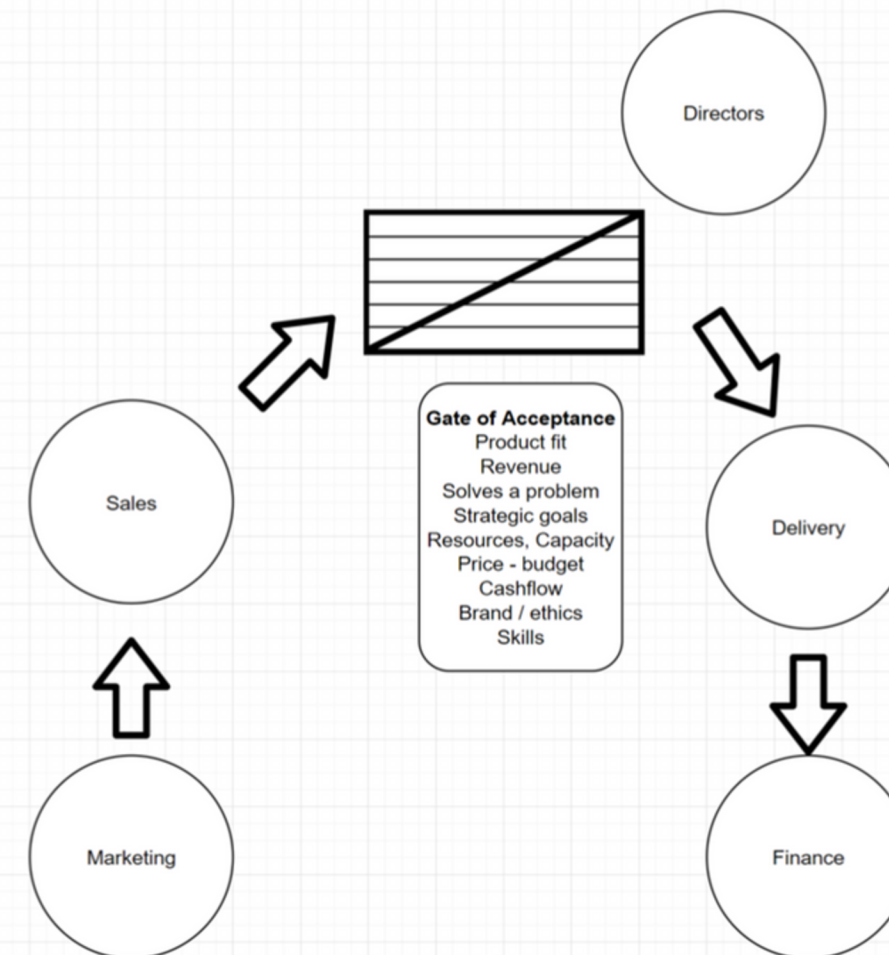
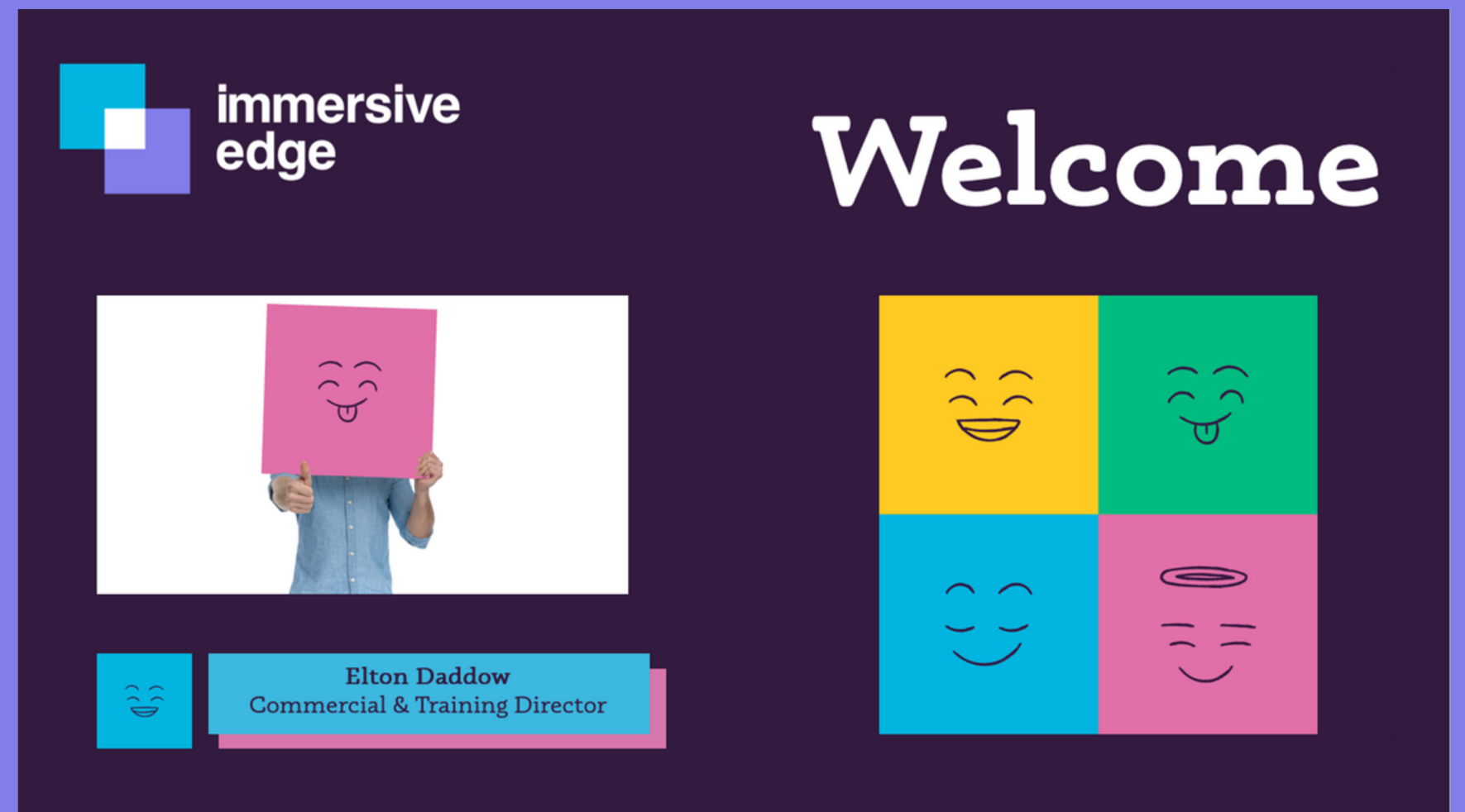
Increase student confidence, ambition, self-belief, communication skills, teamworking and problem-solving abilities



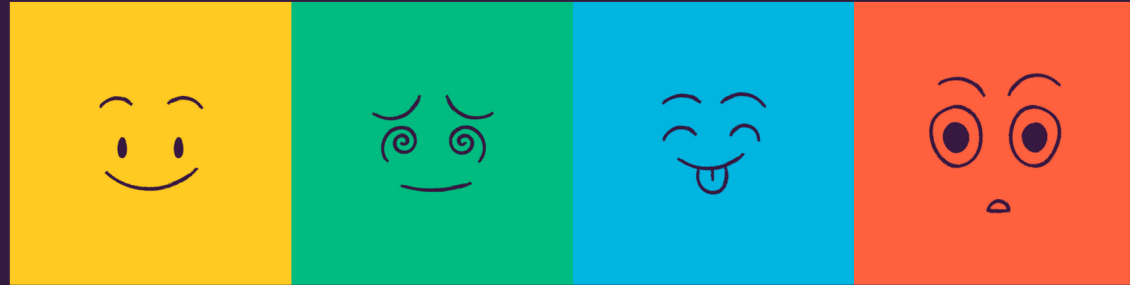
Setting the Scene

Students from all competing schools were given an introductory online presentation of the business simulations including:

- What experiential learning is
- The science behind Immersive Edge simulations
- Key business functions and how they operate effectively together through collaborative teamworking
- Overview of the Teamwork.Inc simulation



Simulation Gameplay



TeamWork.Inc

Build stronger teams, drive leadership and break down silos.

TeamWork.Inc focuses on getting teams to **communicate** efficiently, teaching business **empathy**, and generating **profit**.

Played **virtually or in a classroom**, participants learn and improve business skills by running a virtual business.

Split into different departments and roles, teams need to **optimize a struggling business** by working together; all whilst staying in business and making a profit.

Teamwork.Inc Simulation Gameplay

Schools with a team of 5-6 pupils ran a business online for a trading period of 12 months, (2 levels of simulation gameplay) with a further 6 months of trading (level 3) for the grand final.

Each school team was facilitated individually by an Immersive Edge representative.

26 weeks in 26 minutes

We challenge teams to develop the strategies to deliver organizational success in only a few short hours.

The simulations are designed for groups of up to 15 people and divided into three to four rounds. Each round is 26 minutes and involves the equivalent of 26 weeks of trade.

After each round, teams get to reflect and learn from past mistakes to improve their performance in future rounds.

26
minutes

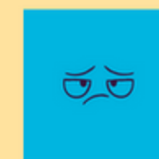
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seconds

Game roles

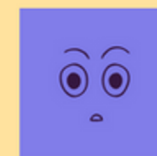
Teams are split into **different departments and roles**. Depending on their own role, they may be asked to play a different role in the game.



CEO



Delivery
department



Sales
team



Finance
department



Marketing
department

Competing schools were judged on their closing bank balance (\$) at the end of the trading period, with the winners from each heat competing online in one final round.

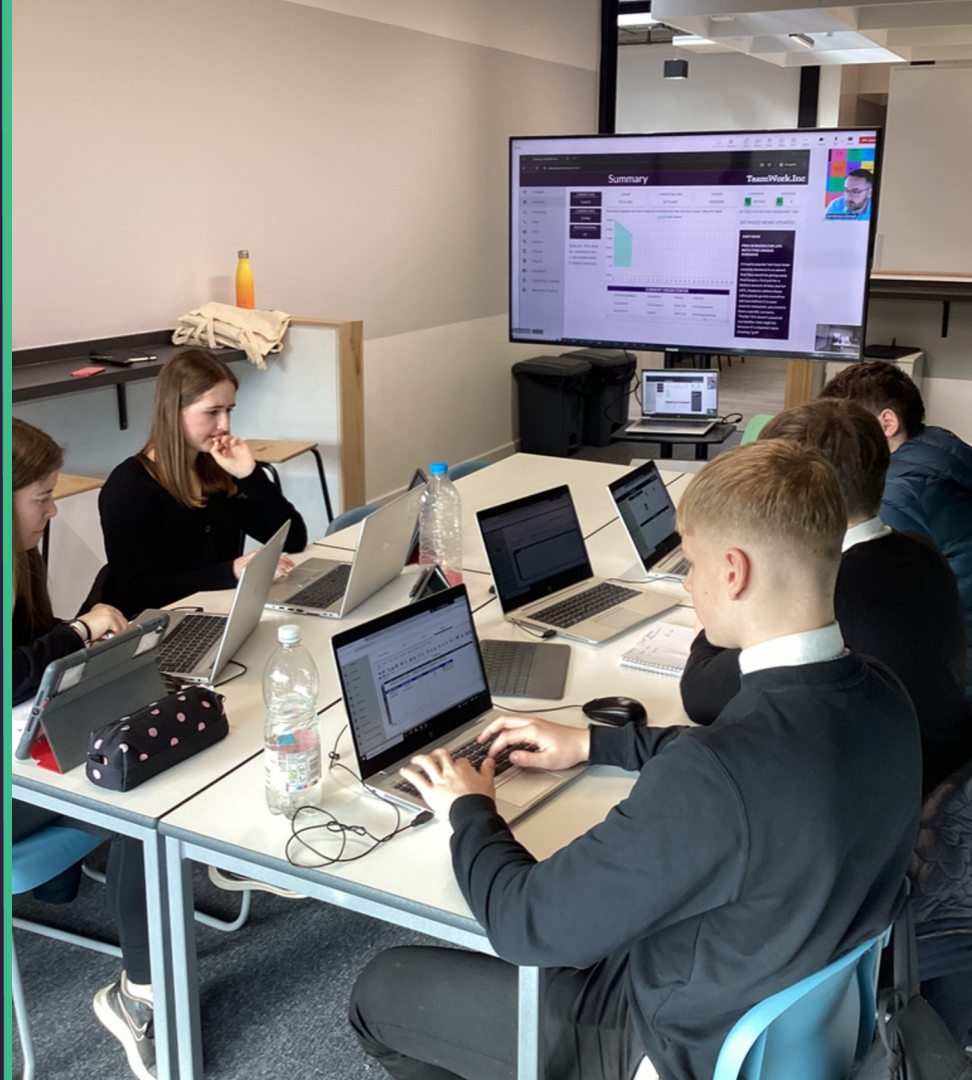
Results



Winners Jedburgh Grammar Campus Secondary

*“A massive thank you from all of the staff and young people at Jedburgh Grammar Campus to the **Immersive Edge** team. At Jedburgh we are always encouraging our staff to be ambitious for our young people so that they may achieve beyond their own perceived limitations. As a result of the opportunity that you have given to our Senior Students they will have increased confidence, self-belief and broader ambition about the lives they will forge for themselves.”*

Paul Fagan
Depute Head
Jedburgh Grammar Campus



“

The participants took a huge amount of learning out of the session. This was a fantastic opportunity for young people to be exposed to business learning in a unique and clearly immersive and exciting way.

GRAEME GALLOWAY
DYW PROGRAMME DIRECTOR
DUMFRIES & GALLOWAY CHAMBER OF COMMERCE



TeamWork.Inc

Results

Winners



Jedburgh Grammar Campus Secondary



Runners Up



Dumfries Academy



Jedburgh Grammar Campus Secondary

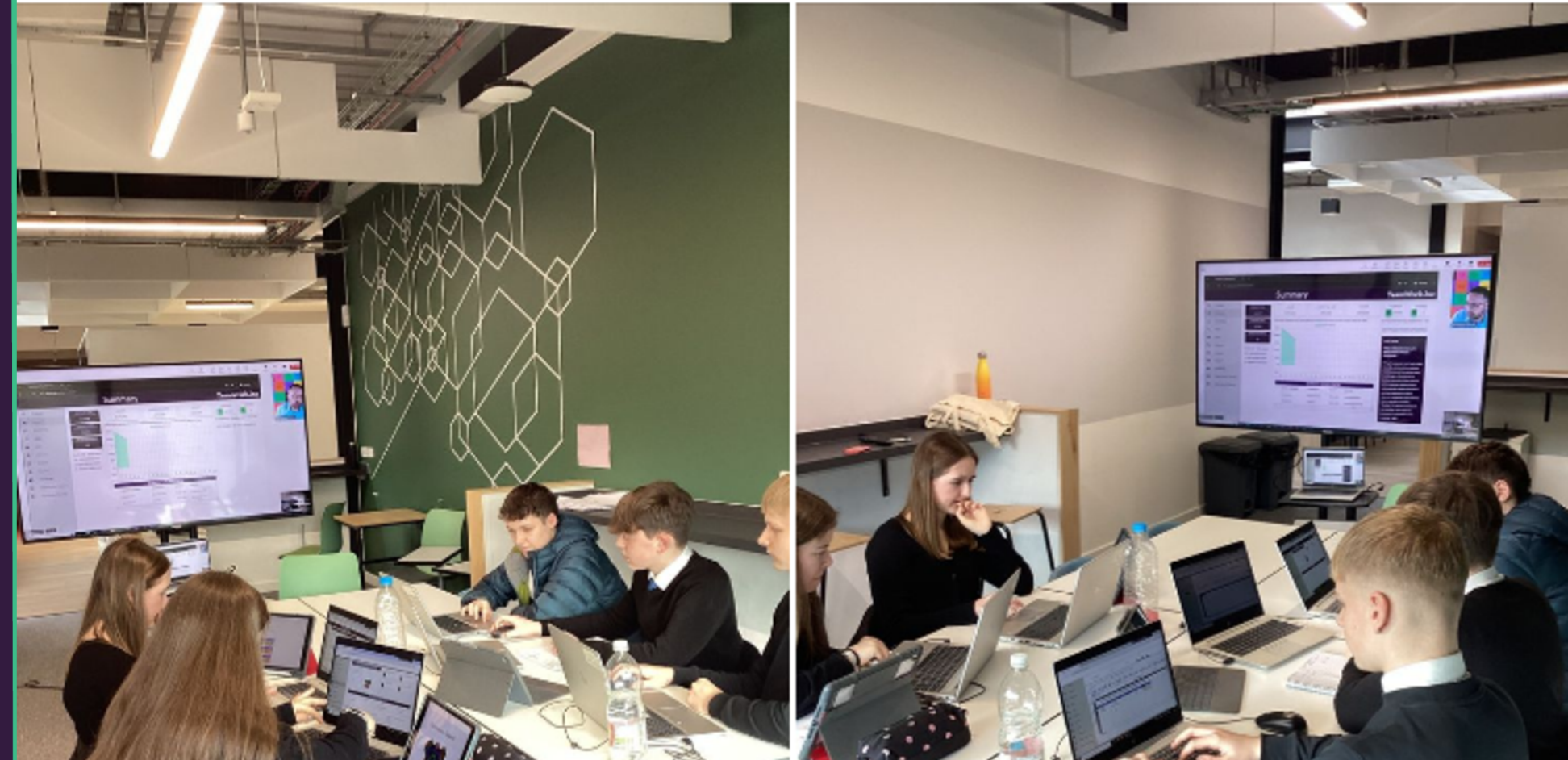
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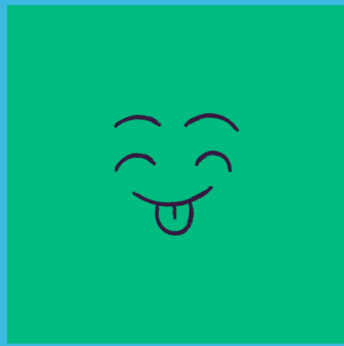
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The final of the GingrTech Business Simulation Competition took place this week with JGC competing against Dumfries Academy. Our pupils worked together using the same successful business strategy that they developed in their first competition, resulting in them making a NET profit of \$248,920 and winning the competition 🏆

GingrTech Training Director, Elton Daddow told us "The performances from all competing schools were at the upper end of the total range of performances we experience with leaders and staff of organisations of all shapes, sizes and industries globally, which is pretty stunning to reflect upon!"

Excellent work from all involved and congratulations to our winning team - Jan, Josh, Finlay, Poppy and Charlotte!





Facilitator Reflections



“There are many start ups run by young adults, and the students from the South of Scotland will definitely be successful in setting up their own businesses. From the results of the simulation it is clear that they know how to work together and communicate effectively about the tasks and challenges at hand. I was most impressed by one of the students who managed not only to maintain focus on current tasks, but was also able to simultaneously solve numerous codes required for her simulation role. Many business teams who have played the simulation struggle with this task. The teams stayed calm under pressure and did what they needed to do to successfully run the business.”

Wendy Zwart - Business Manager and Facilitator



“Every simulation throws up unique sets of challenges for teams to overcome, and individuals innovate and show great leadership qualities to address challenges and learn by doing in a safe space. What impressed me most about the application of these exceptional students was the unbelievable calmness they showed to work together and communicate effectively to achieve great success, whilst equally being really up for the competitive nature of the training against competing schools. It was great to see them celebrating successes and I thoroughly enjoyed meeting the undoubted stars of tomorrow in whatever career path they may choose.”

Elton Dadow - Commercial and Training Director



"It has been truly impressive to witness the outstanding performance of the students in this business simulations pilot. Their problem-solving, communication, and decision-making skills were a match for many professionals, demonstrating a high level of sophistication. They collaborated with exceptional clarity, navigating the simulation's complexities with strategic insight and adeptness. This format not only highlighted their individual talents but also the collective strength and innovative spirit of young learners."

Neil Ballantyne - CEO

Conclusions

- **Experiential learning** plays a key role in driving student engagement and reinforcing principles learnt in the classroom through practical application, focused on team working as opposed to the individual.
- During an era of continued and accelerated online learning developments, students are able to actively participate in **new and innovative learning experiences** regardless of their physical location.
- **Confidence is key:** Building students' confidence as they progress through their learning journeys into the lifelong learning world of work is fundamental to their success, as exemplified during this pilot competition.
- **ALL schools and ALL students are winners in equal measure** based on embracing the learning experience and using all the rich brain power and ideas to work together to achieve outstanding outcomes as they use reflective periods between rounds to evolve their strategy and approach.

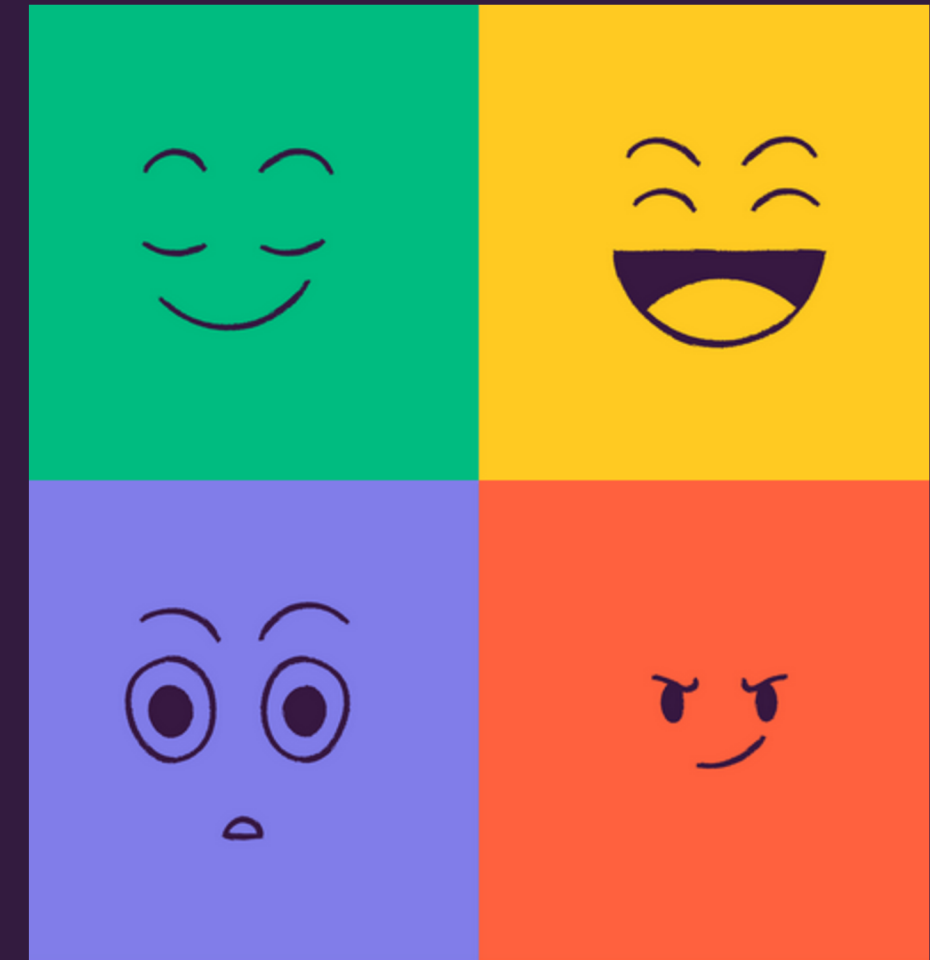
*“I just wanted to take this opportunity to thank everyone involved.
My pupils had a great time and I have rarely had such positive feedback regarding an event.”*

Alexandra McQuarrie
Business Education
Dumfries Academy



Scottish Parliament Recognition

in April 2024, a local Member of the Scottish Parliament picked up on our press release and commended the inter-school business simulations pilot competition in the Scottish Parliament. [Full release here](#)



Sometimes you win, **EVERY** time you learn

What's Next?

- Based on the **success** and **overwhelmingly positive feedback** from pupils, staff, DYW & South of Scotland Enterprise representatives, **12 eager schools will now participate** in the online simulation training in the Borders and Dumfries & Galloway regions in spring 2025.
- As education providers continue to **innovate** and **embrace experiential learning** as an integral part of bringing educational concepts and theory to life, we are working with partners across the globe to embed these learning experiences into teaching and learning strategy **focused on specific and unique outcomes** for each partner.

If you would like to find out more about bringing business simulations to your school or college classroom, or further and higher education institution, get in touch with us, hello@immersivedge.tech



When teachers say the students were "buzzing after it", students asking for "just another round" and even colleagues saying it was "possibly the best thing they have been involved with", I would say that is a successful day. 26 weeks trading in 26 minutes would put sweat on the forehead of many a Director!

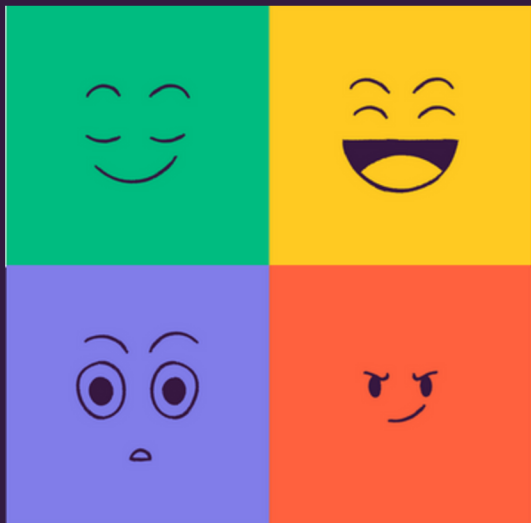
KIRSTIE SCRIMGOUR
ENTREPRENEURSHIP LEAD
SOUTH OF SCOTLAND ENTERPRISE

TeamWork.Inc

Sometimes you win, EVERY time you learn



Thank you!



Business Simulation

Interschools Competition

“
We were delighted to have young people take part in this unique opportunity. It not only raised awareness of industry sector, there was an increase in senior students confidence and self-belief to what they can achieve and broader ambitions.”

NICOLA SHAW
PROGRAMME OFFICER
DYW BORDERS



TeamWork.Inc