



OVERVIEW

Business Battle is an educational activity to support teaching Business Studies through a game of cooperative and competitive play. It allows teachers to mix up their lessons and provide students with an alternative experience of the major elements within KS4 Business Studies.

It demonstrates interplay between companies within a simulated marketplace, highlighting the importance of producing, protecting and marketing products successfully, whilst posing bonus questions taken from across the rest of the curriculum.

Working together with the Intellectual Property Office the game also introduces learnings around IP within a business.

The game is played across a class, with a number of teams forming companies, working on individual computers or tablet. A central smartboard or projector shows the complete game, allowing the teacher to control everything centrally.

WHY BUSINESS BATTLE?

- ◆ It provides context of how the many elements of business interact.
- ◆ It encourages group interaction between team members, and across the whole class.
- ◆ It demonstrates elements taken directly from the UK KS4 Business Studies curriculum.
- ◆ It's fun. The learnings are built around a game, like a classroom sized game of monopoly.
- ◆ It also poses questions, similarly designed around the curriculum.
- ◆ It's classroom tested. The game has been developed with teachers, and tested in the classroom to ensure it's practical, fun & relevant to the curriculum.
- ◆ It's customisable to fit classroom sizes and class lengths.

After playing both students and teachers have provided really positive feedback, teachers agreeing that they would use the game again to support lessons and students keen for round 2!

'A great classroom resource. Topical and relevant for the Business Studies GCSE specification. The leader board gave an element of challenge that really kept students engaged. Students loved the question rounds. The question rounds meant that student's business understanding was tested throughout the game and promoted a healthy element of competition and fun'. KS4 Business Studies teacher.



GAME OVERVIEW

The game is played by multiple teams (each a company) across a number of rounds (each one month). During each month...

- ◆ Players can BUILD, EXTEND & PATENT their products.
 - Build: Adds a new product to the marketplace.
 - Extend: Extends product lifecycle.
 - Patent: Protects parts of their product.
- ◆ At month end (2 minutes later) the results are revealed within the market on the central screen.
- ◆ The month starts again, asking each company a KS4 Business Studies question for bonus cash.

A leaderboard keeps track of each company's profits, along with who's holding the greatest market share and who's patenting the most parts of the market.

SETTING UP A GAME

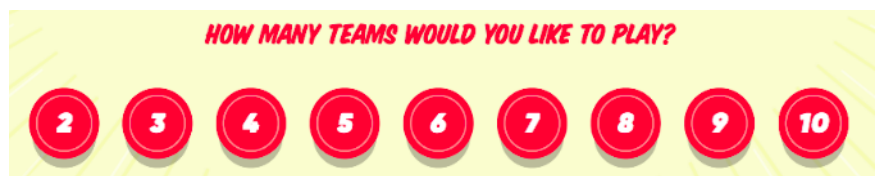
Visit www.businessbattle.co.uk

It is advised that you watch the 'how to play' video with your class. It sets up what the game is about, and the core concepts. This video takes approximately 1 minute.

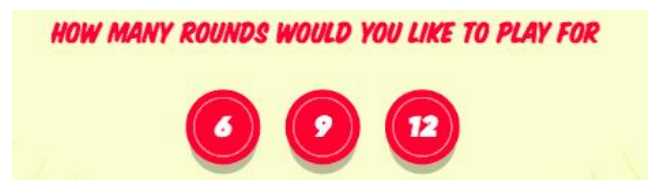
Once ready, hit 'Play Game'.

Your class will need to split into teams. You can have up to 10 teams within the classroom. Select the number of teams that you wish to play with.

We recommend 2-4 students per team, so 6-8 teams for classes of 20 students, or 10 teams for 30 students.



Choose how many months (rounds) you would like to play for.





6 rounds lasts approximately 25-35 minutes.
9 rounds lasts approximately 35-45 minutes.
12 rounds lasts approximately 45-55 minutes.

Please note, to begin with a class may need support from a teacher which could increase timings depending on student's ability, we suggest adding approximately 10 minutes to a game's length for their first play.

Nearly there... each team now needs to follow the instructions on the main screen to join.

They'll need to visit:

www.businessbattle.co.uk/join and enter the 4 digit code.

Once joined their company is created, using a randomly generated company name and logo, and trademarked.

You can track the progress of each team on the main board, and once all teams have joined continue by pressing 'Play Game'.

Now we're ready to play...

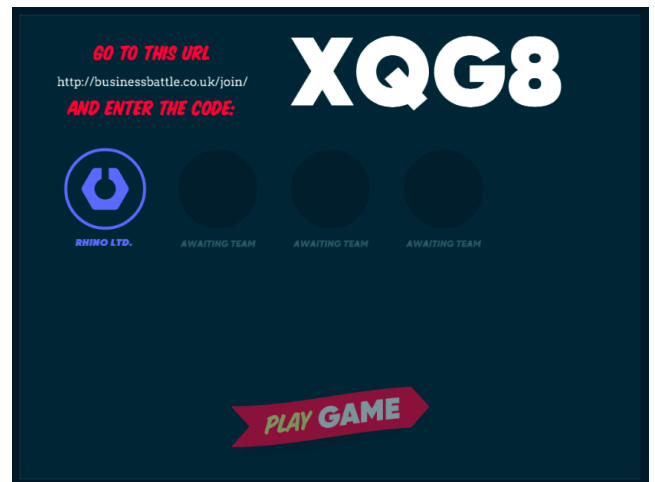
THE GAME – The Market

The game is played across a grid that represents the market. Each square of that grid is an idea that can be turned into part of a product, and ultimately into cash.

As in the real world, there is a finite amount of market share with multiple companies fighting for that space, so consideration and planning is needed to successfully launch and maintain products in this market.

It can be thought of as the shelves of a global supermarket, with products appearing on these shelves, wrestling for visibility.

The best companies will gain market share without overstressing themselves financially.



BUSINESS BATTLE THE GAME

THE GAME - Processes

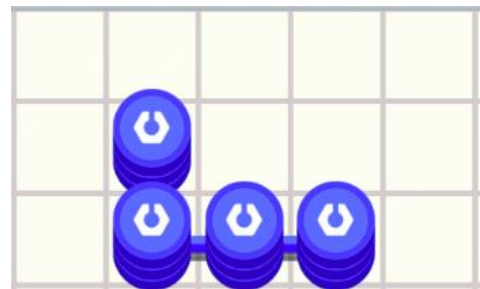
Players have 2 minutes to plan their month. This is where the most action takes place. All processes cost money, however like a real business students need to invest in order to make profits.

BUILD (£2,000)

Selecting build will allow students to create a product within the market. Each product is 4 interlinked ideas, 4 squares of the market joined together.

Whilst a shape might seem quite abstract it can be thought of as any number of products. For example a phone, with different elements such as screens, its battery, its software, and case. Or football boots, with leather upper, soles, studs and customisable laces.

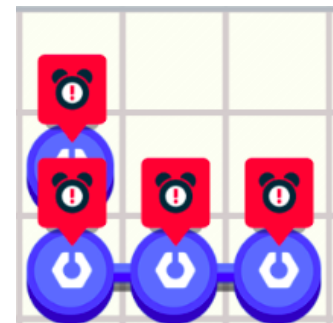
The key concept, that products (and similarly services) are a collection of ideas brought together, and that some products share these ideas. We hope teachers can relate these shapes back to products discussed previously in lessons.



EXTEND - (£1000)

No product will survive in the market continuously, and as months pass a product's lifecycle declines. Teams can choose to extend their product life cycle, investing to extend its time in the market. If a team chooses not to extend their product it will eventually be withdrawn from the market place.

When a product reaches the last month of its lifecycle then a red timer will appear to remind students.

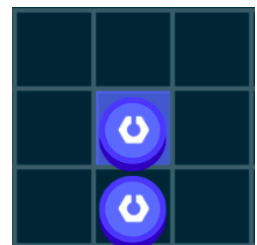


PATENT - (£2,000)

Unique parts of a product can also be patented, securing income from overlapping competing products by generating license fees.

Not only will a patent protect a part of their product, but even after a product is withdrawn teams can still claim license fees if a new team attempts to build there.

If two or more teams attempt to patent the same square at the same time then a legal battle will take place - but more on that later!



BUSINESS BATTLE THE GAME

Each round every team can patent one part of each of their products.

If a team patents every square within their product they will receive a 'Design Protection Bonus', an additional protection of their product's appearance, shape and decoration, providing a cash bonus.



Monthly Process Cheat Sheet:

BUILD	Add a new Product to the market	2k	One Product per month.
EXTEND	Extend a Product's Lifecycle	1k	All products, once per month.
PATENT	Patent a part of a product	2k	One part of each product, per month.

THE RESULTS

Once everyone has completed their month, or the 2 minutes has forced them to finish, the results are played out on the main screen.

- *New Products* - all of the new products that have entered the market.
- *New Patents* - any new patents added to products.
- *Patent Conflicts* - if two teams have tried to patent the same square a legal battle will begin. These legal battles must be resolved before continuing.
- *Product Extensions* - extensions in the life cycle of products.
- *Product Decline* - the gradual decline of all products in the market.
- *Products Withdrawn* - unextended products are removed from the market.
- *Revenue from Product Sales* - revenue from products successfully in the market.
- *Licence Fees from Patents* - Fees paid by any company with a product on another's patent.

MONTHLY REPORT

- ◆ Each round a screen will appear to show teams the following:
 - ◆ Patents
 - ◆ Market Share
 - ◆ Their total revenue - (Sales Revenue, including license fees received)
 - ◆ Their total cost (Cost of Sales, including patent fees)
 - ◆ Their profit (in this case, gross profit, as this game does not deal with Fixed Costs)



LEADERBOARD

The main screen will then show the leaderboard. The teams will be ordered by their money balance. Special badges for most patents and most market share will also be rewarded as the rounds progress.

QUESTION TIME

Rounds are then concluded with a final bonus question. Key to the Business Studies curriculum, the question will appear on the main screen, this will give teachers a chance to run through the question with the class and answer any questions. Teachers might be able to relate the question back to previous lessons and topics learnt.

Once ready the teacher starts the timer.

Teams are then presented with 4 possible answers. The question rounds are timed. If a team gets the answer correct they are rewarded with a cash prize, the quicker they submit the answer the more money their team will receive. Teams with the wrong answer won't receive the cash bonus.

The results will be visible on the main screen, teachers can then explain to the class why the answer is what it is.

GAME PROFIT & LOSS

At the end of game teachers are able to download an excel document which shows you the results of the game including where teams struggled with questions. This will prove useful for revision and additional support students may need.

LEGAL BATTLES

During the results if two or more teams try to patent the same square then a legal battle will take place. This will interrupt the results and the teams involved will be asked to choose which lawyer they would like to choose to represent them.

The more they invest in a legal team the more chance they have winning the case. Although all the actual clever legal processes are reduced to a game-like spin of a wheel.



Legal Team Cheat Sheet:

Legal Team	Cost	Chances
No Legal Team	Free	Automatically hand over patent to other team.
Lawyer 1	£1,000	1 Chance
Lawyer 2	£2,000	2 Chances
Lawyer 3	£3,000	3 Chances
Lawyer 4	£4,000	4 Chances
Lawyer 5	£5,000	5 Chances

Once each team has selected their lawyer the legal battle will play out on the main screen. The arrow landing on the team's colour signifies a win, the final winner will be revealed once all lives are played out.

HELP AND HINTS

If a student struggles whilst engaging with the activity then the '?' in the bottom can be clicked. A student can then hover over a certain area of the screen and a help box will appear. Help boxes offer further explanation and guidance.

ENDING A GAME EARLY

If the need arises to end a game early you can do so by clicking on the 'finish line' icon. This icon lives on the leaderboard.



STUDENTS LEAVING THE BROWSER

During gameplay, if a team tries to leave the game, perhaps by closing the browser or by pressing the back button they will receive a prompt asking if they really want to do this.

This will temporarily break the game for this team and the server will try to reconnect them for the following round.

It is advised that teacher encourage students to stay within the game to avoid this.



TECHNICAL REQUIREMENTS & TROUBLESHOOTING

This game can be played on tablets and desktop computers. Mobile devices aren't supported.

Android Tablets

- ◆ Samsung Galaxy Tab 3 7" (Ice Cream Sandwich 4.0.4 and above)
- ◆ Samsung Galaxy Tab A (Marshmallow 6 and above)
- ◆ Sony Xperia Z2 (Lollipop 5 and above)
- ◆ Google Nexus 9 (Marshmallow 6 and above)
- ◆ Google Nexus 7 - 2013 version (Marshmallow 6 and above)
- ◆ Tesco Hudl 2 (KitKat 4.4 and above)

Apple Tablets (iOS)

- ◆ iPad 2 (iOS 7 and above)
- ◆ iPad 3 (iOS 7 and above)
- ◆ iPad 4 (iOS 7 and above)
- ◆ iPad Air (iOS 7 and above)
- ◆ iPad Air 2 (iOS 8 and above)
- ◆ iPad Mini 1 (iOS 7 and above)
- ◆ iPad Mini 2 (iOS 7 and above)
- ◆ iPad Mini 3 (iOS 8 and above)
- ◆ iPad Pro (iOS9)

Desktop Browsers

- ◆ Chrome (48.x)
- ◆ Firefox (43.x)
- ◆ Internet Explorer 11
- ◆ Windows 10 Edge.
- ◆ Safari 7
- ◆ iOS Safari 7 (tablet)
- ◆ Chrome for Android (tablet)

Very occasionally the game might struggle with performance problems on older school machines. If a team screen does freeze it is recommended that members of that team split into other teams so they can continue playing.

FURTHER INFORMATION

For further support and information on the game please contact crackingideas@ipo.gov.uk