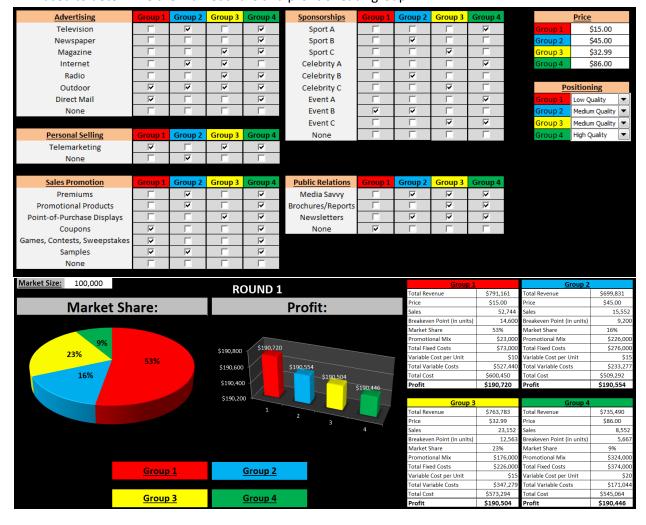
We discussed how Excel can be used to conduct classroom simulations. Three different simulations were presented:

Prisoners Dilemma. Students learn about game theory and strategic decision making by taking a
quiz in which their result depends on the choice of a randomly selected partner. Excel is used to
randomly pair students as partners and then score their quizzes based on each partner's
selection.

n	С			Partner's Choice	
		1	Frank	1	1.) Type your name
	С	1	Gary	1	
	В	2	Helen	2	
	F	2	Isabele	1	2.) For choice type 1 or 2
beth	В	2	Justine	2	
K	С	1	Adam	1	• IF you and your partner both choose 1, you each receive a C.
	С	1	Bob	1	
n	В	2	Cale	2	• IF you and your partner both choose 2, you each receive a B.
ele	Α	1	Don	2	
ne	В	2	Elizabeth	2	• IF you and your choose 1 and your partner chooses 2, you will receive an A and your partner an F.
	F	2	Nick	1	
1	F	2	Mary	1	
1	Α	1	Laura	2	• IF you and your choose 2 and your partner chooses 1, you will receive an F and your partner an A.
	Α	1	Kelly	2	
	n le ne	beth B C C C D B Ble A D F F A	beeth B 2 C 1 C 1 B 2 Ie A 1 ne B 2 F 2 F 2 A 1	B 2 Justine C 1 Adam C 1 Bob B 2 Cale Ie A 1 Don B 2 Elizabeth F 2 Nick F 2 Mary A 1 Laura	B 2 Justine 2 C 1 Adam 1 C 1 Bob 1 B 2 Cale 2 Ie A 1 Don 2 B 2 Elizabeth 2 F 2 Nick 1 F 2 Mary 1 A 1 Laura 2

Marketing Strategy. Students compete for market share and larger profits by selecting their
desired marketing mix. Excel is used to allow students to make strategic decisions on product,
price, place, and promotion. Then based on the comparative decisions of each group, Excel is
used to determine the market share and profit of each group.



• Market Structure. Students take on the role of economic advisors for a struggling pharmaceutical company. Excel is used to demonstrate the microeconomic model used in analyzing monopoly and monopolistically competitive market structures. Students make different strategic decisions and can see in real time how the model adjusts.

