

Business Abroad Management Game adds value!



For one of our locally authored Higher Education titles, *Internationale Bedrijfskunde* by Jagersma and Ebbers, a simulation game has been specially developed. This game teaches students how to set up and run an international business, and it was officially presented together with game's developer - Bedrijfssimulaties.nl at Hogeschool Inholland Diemen on 13th October.

The Business Abroad Management Game follows the structure of the textbook making it a fantastic tool and brings the theory around International Business to life for students. 14 enthusiastic teachers joined up to play a few rounds of the game and to get more background on how to use it in their course. This has helped secure new adoptions, which is a great success for us. We are planning to hold more presentations in November to various hogescholen in the region. The game is currently available in Dutch and there is already much demand for an English version.