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https://www.100test.com/kao_ti2020/645/2021_2022__E4_BC_81_E4_B8_9A_E6_8B_9B_E8_c96_645095.htm Global companies are deploying a new tool to reinforce their brands with students, build links with universities and management schools, find talent and deliver management education. 全球企业正在运用一种新工具来增强它们在学生中的品牌声誉，与大学及管理学院建立联系，寻找人才并提供管理教育。我要收藏 Corporate games, costing up to ?1m (\$1.3m, £ 900,000) each to run, are increasingly seen by faculty as an "experiential learning" device that can improve educational quality and even count towards course credits. 越来越多的学院开始把模拟商业竞赛当作能够提高教育质量、甚至可以计入课程学分的“实践学习”工具。这种商业竞赛单个运营成本最多可达100万欧元（合130万美元）。Recently, the aircraft manufacturer Airbus and bank BNP Paribas have joined existing players such as cosmetics group L'Oréal and technology consultants IBM in launching global games for undergraduates, attracting in the process thousands of players. 最近，飞机制造商空中客车(Airbus)和法国巴黎银行(BNP Paribas)加入了化妆品集团欧莱雅(L'Oréal)和技术咨询公司IBM等企业的行列，开始推出针对大学生的全球性模拟竞赛，在此过程中吸引了数千名游戏参与者。Peter Cardwell, a director at the business simulation design company, Learning Dynamics, says these multi-player online team games are a powerful way to teach business skills. Learning Dynamics, he says, defines them as a "multi-media

experience that immerses the participant in a realistic business situation or management role which requires decision-making in a risk-free environment - so learning is accelerated". 商业模拟设计公司 Learning Dynamics 的主管彼得卡德韦尔 (Peter Cardwell) 表示，这些多人在线团队游戏是教授商业技能非常有效的方式。他说，Learning Dynamics 将它们定义为一种“使参与者沉浸在现实商业情境或管理角色之中的多媒体体验，他们需要在无风险的环境中作出决策因此，学习速度会加快”。 Moreover, corporate business games designed for building brand awareness are starting to spawn siblings used for employee education or even targeted at high school students. 此外，为增强品牌认知度而设计的企业商业竞赛已经开始衍生出用于雇员教育、甚至针对中学生的同类产品。 Certainly, corporate games seem to be weaving a growing number of participating business schools into their web. 当然，模拟商业竞赛似乎正在吸引越来越多商学院参与，加入它们的网络。 100Test 下载频道开通，各类考试题目直接下载。 详细请访问 www.100test.com