



Online Business Simulations: The Next Wave of Disruptive Innovation

Dr. Jason Scott Earl

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Online simulations are the next disruptive innovation to hit higher education. This recent quantitative based research study demonstrates the disruptive nature of online business simulations when it comes to gains in business knowledge by measuring a 2.55 standard deviation difference in the normalized gains between traditional training and business simulation training. Baseline tests against a control group and traditional training group using MANCOVA to account for multiple variables and covariates imply that online business simulations enhance both business knowledge and business acumen on a staggering scale over a very short period of time.

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