Business needs to be both responsible and financially successful to create lasting value for stakeholders. Ethics-LX online learning solutions combine cutting edge academic content with real-world based scenarios that develop core business skills integrated seamlessly with ethics.

**Four Step Process**

1) Individuals make and defend difficult decisions in the simulation

2) Groups share individual simulation experience with each other

3) Students must defend their decisions

4) Personal reflection of the experience

**Value Pack with Textbooks**

Ethics-LX is designed to complement your curriculum, not change it. Our partnerships with leading textbook publishers allows faculty to pair our product with many books at a value pack price. This means that the book you already use may give you a discount on our simulation.

**Customer feedback**

“Ethics-LX helped my students take business ethics more seriously”

– Professor Sankaran Venkataraman

“My students love how real and compelling the simulation cases are - they bring ethics to life.”

– Assistant Professor Carlo Carrascoso

**COMPLETE PACKAGE**

- Instructors Guide, Introductory PowerPoint, and comprehensive Teaching Note for each simulation
- Instructor reports in Excel and PDF format for easy grading
- Timely support from the Ethics-LX team

**Superior content and delivery**

- Simulations that combine functional area content with business ethics
- Ethics-LX brings real world discussions into the classroom
- Ethics-LX is an example of experiential learning recommended by AACSB

**Student advantage**

- Students rated Ethics-LX as better than reading for learning and retention
- 86% of students rated curriculum containing Ethics-LX as effective in teaching ethics
- Students enjoy playing Ethics-LX simulations
- Easy to navigate simulation interface with 24/7 accessible online support

**Functional Discipline Skills**

- Stakeholder Analysis
- Consequences
- Principles
- Character

www.ethics-lx.com
Ethics-LX Simulations

Designed to fit easily into any existing course across the business curriculum. Students create their own analyses, make decisions, and receive timely stakeholder feedback. Each Ethics-LX simulation, including the online debrief, takes less than 3 hours to complete.

Anderson an ACCOUNTING Simulation
Suitable for: Accounting courses
The Anderson simulation deals with a wide array of business situations that test accounting concepts such as recording bad debt, accounting for inventory, cost of goods sold, expensing vs. capitalizing costs, recording depreciation, and taxes, earnings management and fraud.

AGES Financial a FINANCE Simulation
Suitable for: Finance courses
The AGES Financial simulation deals with finance issues such as developing models to assess a product’s profitability potential, managing a portfolio of funds, and creating a valuation for a potential acquisition.

Med4Life a MARKETING Simulation
Suitable for: Marketing courses.
The Med4Life simulation covers topics such as product cannibalization, supply chain margins, break even analysis, market segmentation and growth, and international marketing (doing business in China).

Pong Operations an OPERATIONS MANAGEMENT Simulation
Suitable for: Operations courses
The Pong Golf simulation covers topics such as quality improvement, defect levels, the holding of safety stock, and work flow, as well as managing relationships with key stakeholders – particularly suppliers, employees, and customers.

Midwest Jet a QUANTITATIVE ANALYSIS Simulation
Suitable for: Quantitative or Decision Analysis, courses with Quantitative Emphasis.
The Midwest Jet simulation asks you to use quantitative analysis skills to assess the impact of various risks, profitability, and assorted strategic choices, utilizing such tools as decision-trees and Excel functions like NORMDIST.

Cloud Development a HUMAN RESOURCE MANAGEMENT Simulation
Suitable for: Human Resource Management Courses
The Cloud Development simulation covers topics such as recruiting, promotion, compensation, and diversity initiatives. You will analyze the current work environment and experience real-life human resource situations faced today, such as the impact of social media and affinity groups in the workplace.

SmartMart a STRATEGY Simulation
Suitable for: Strategy courses.
The SmartMart simulation covers such topics as competitive advantage in dynamic markets, implementing strategic decisions, new product development and innovation, sustainability, supply chain management, and the tensions between value creation and value capture.

Newton Products a MANAGEMENT COMMUNICATION Simulation
Suitable for: Management Communication courses
The Newton Products simulation covers a range of management communications challenges, including stakeholder analysis and prioritization, interpreting and translating information from multiple parties, strategic messaging and message crafting, and crisis management.

MScar Consulting an ORGANIZATIONAL BEHAVIOR Simulation
Suitable for: Organizational Behavior, Leadership, and General Business courses.
The MScar simulation covers topics such as team dynamics, role clarity, trust, team structure, task complexity, and leadership. As a project manager for a troubled consulting project you will assess inter-personal and organizational issues.

KickStart an ENTREPRENEURSHIP Simulation
Suitable for: Entrepreneurship courses.
The KickStart simulation deals with issues surrounding starting a new venture, assumptions made when getting started, business planning, networking, hiring new employees and compensation (equity vs. salary), funding, and dealing with strategic partnerships.

AGES Corporation an ETHICS ESSENTIALS Simulation
Suitable for: Business Ethics, Introduction to Business, and other General Business courses.
The AGES simulation introduces key ethics concepts, which include an introduction to business and ethics, the role of justification, the traditions in ethics, and ethics frameworks.

Turning Gears a BUSINESS ETHICS Simulation
Suitable for: Business Ethics, Introduction to Business, and other General Business courses.
The Turning Gears simulation covers such relevant topics as stakeholder theory, ethics in the global economy, use of child labor in less developed countries, advertising to children, consumer product safety, and consumer protection.