

The Client:

Regis University is a Jesuit University in Denver, CO, with 15,000 students. The university's School for Professional Studies (SPS) offers its 13,000 students a variety of bachelors and masters degrees—the Master of Business Administration (MBA) program being one of the most popular. Students have the option of earning a degree through traditional instructor-led classes or through online classes.

The Issue:

The Regis University MBA program is well-respected in both the academic and corporate communities, and its online classes draw students from around the world. In recent years, however, Regis University has begun to encounter competition from other universities. This competition, coupled with the business world's rising demand for graduates with experience rather than book knowledge, prompted Regis University to search for ways to make their MBA program stand out among other schools and offer students an innovative, rich school experience.

The RLS Solution:

Regis University's goal was to be the largest and most effective online MBA program in the nation and they selected Regis Learning Solutions to help accomplish this objective. RLS created the Mercury Shoes business simulation. The simulation places students in control of a multi-billion dollar shoe company called Mercury Shoes. In the simulation, teams must contend with an array of challenges while simultaneously running a company. Along the way, they encounter a number of "what-if?" scenarios, each with an infinite number of outcomes that are dependent on the participants' actions. These decision scenarios take place within a continually adjusting environment that mimics the complexities of a real-world business. The simulation challenges participants intellectually, engages them emotionally, and teaches them effectively. The result is as close to a real world, on-the-job experience as possible—without the costly mistakes.

"The simulation offers students an exceptional opportunity to test-drive real world scenarios and practice effective decision-making."

Bill Husson
Vice President of Regis
University

"In Mercury Shoes you get to put your own ideas into play. And there's no better experience than actually doing rather than watching."

Mike Goess
Dean of Regis University's
Division of Business Graduate
Programs

Example of Simulation Portal:

Level 1: Situation
Mercury Shoes Board of Directors notes that during the past year, your main competitors stock prices have increased by more than 20% while Mercury's stock price remained flat. The Board instructs your executive team to target 10-15% annual growth in top line revenue, EBITDA, and stock prices for the next three years. The Board has made it clear that executive team changes will be made if the targets are not achieved. The board also requires adherence to sound management practices, and will be monitoring Return on Assets as one indicator of your management practices.

Level 1: Scorecard

Indicator	Results
SPI	1.64
Annualized Revenue	\$3,452.95
Stock Price	\$80.11
Annualized EBITDA	\$582.10
Worldwide Market Share	7.14%
Annualized Earnings per Share	\$5.00
ROA	11.92%

Announcements

From	Announcement	Posted
Marty Sipose	Shoe Industry Research Assignment	10/25
John Smith	Syllabus	10/24
Mark Hans	Simulation Suggestions	10/24
Marty Sipose	Peer Evaluation Form	10/24
Marty Sipose	Mercury International Overview	10/24

Resources & Tools

[View All](#)
[Getting Started Guide](#)
A guide to getting started in the MGMA medical practice simulation

Review World Wide Pro Forma Income Statement

Step 1: Checklist
Make sure that your team has completed the following tasks before you view the pro forma or revenue projections

- Forecast unit sales
- Set product and service prices
- Estimate exchange rates
- Enter expense forecasts for all three regions

Step 2: Review Pro Forma & Revenue
After your team has completed the tasks on the checklist, click the links below to view a pro forma and revenue forecast based on your projections.

Step 3: Adjust
Make adjustments until your Pro Forma aligns with your goals

Step 3: Adjust
Make adjustments until your Revenue targets align with your goals

[Pro Forma](#) [Revenue](#)