

CONTENTS
Divided by Category

| SOFTWARE CATEGORY | PAGE NUMBERS |
|----------------------------|---|
| Product Development | 57, 88, 91, 92 |
| Pricing/Finance | 3, 5, 9, 14, 32, 41, 43, 71, 86 |
| Promotion | 2, 12, 31, 33, 44, 46, 58, 59, 67, 68, 69, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 94 |
| Distribution | 15, 30, 45, 60, 73, 89 |
| Operating | 1, 13, 28, 29, 48, 52, 63, 72 |
| Management/Decision Making | 4, 6, 7, 8, 10, 26, 27, 34, 35, 36, 37, 38, 39, 40, 42, 49, 50, 53, 54, 62, 87, 90, 93 |
| Business Basics | 11, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 47, 51, 55, 56, 61, 64, 65, 66, 70, 95 |

CATEGORY

Operating

Title Accts/Receiv/Invoicing/Sales Analysis Date March, 1979**Source**

\$99--Taranto and Associates, Inc.
121 Paul Drive
P.O. Box 6216
San Rafael, CA 94903
415-472-2670

Equipment IBM PC

Supplementary Materials**Description**

An on-line interactive system that is invoice oriented. Sales analysis with commission reporting, by product or by sales. File size limited only by available disk space. Prints the actual invoice. Up to 57 individual items may be billed on a single invoice. Mailing and shipping label program. Alphabetic or zip code sequence, range selection capability, and customer statements are printed. It is linked to the general ledger system and will post to applicable general ledge accounts. Reports include: listing of invoices not yet billed, open items, aging analysis of open items, sales update, sales analysis, and seller summary.

Use Level

Length

CATEGORY
Promotion

Title Advertising Techniques Date _____

Source

\$24.95--MicroLearning Ware
P.O. Box 307
Mankato, MN 56001
507-625-2205

Equipment Apple II, II+, IIe

Supplementary Materials

Description

This tutorial package teaches general advertising concepts rather than providing realistic "how to" instruction for small business people who need to learn how to do their own advertising; however, it would serve as an instruction to the topic.

Use Level

Length

CATEGORY
Pricing/Finance

Title Ag Marketing and Commodity Futures

Date _____

Source

\$50--MicroLearning Ware
P.O. Box 307
Mankato, MN 56001
507-625-2205

Equipment Apple II, IIC, IIE

Supplementary Materials

Description

Allows user to evaluate the different marketing alternatives of hedging, forward contracts, cash, and speculating cash price. This takes into consideration the cost to carry the commodity. These analyses may be run on stored grains, planted crops, and livestock. There are also programs to analyze what actually happened on the market after the fact for each of those major alternatives. This will also take into consideration the actual cost to carry. The user may also maintain up to 10 future accounts on the computer. The program will account for initial margin, margin changes, margin additions, interest on the contract, and brokerage fees. The price may be entered and the profit on the account may be obtained daily. Corrections may be made to the account at any time. When an account is closed out, it can be deleted from the disk.

Use Level

Length

CATEGORY

Management/Decision Making

Title Amusement Park Date _____

Source

\$35.95--Science Research Association, Inc.
155 North Wacker Drive
Chicago, IL 60606
312-984-7000

Equipment IBM PC, PC jr.

Supplementary Materials

Description

Simulates operating an amusement park including buying equipment and food, advertising, and paying workers. The player uses skills involving whole numbers and decimals to make business decisions.

Use Level Elementary/junior high levels

Length

CATEGORY
Pricing/Finance

Title The Apple Market Date _____

Source

\$70--Diversified Educational Enterprises, Inc.
725 Main Street
Lafayette, IN 47901
317-742-2690

Equipment Enhanced PC jr., PC

Supplementary Materials

Description

A learning module demonstrating generation of a market demand curve, identification of equilibrium prices/quantities and setting of prices by a monopolistic seller in order to obtain maximum profit.

Use Level Senior high/college levels

Length

CATEGORY
Management/Decision Making

Title Art and Science of Decision Making Date _____

\$95--Softext Publishing Company
17 East 45th Street
New York, NY 10017
212-986-5985

Source

Equipment IBM PC

Supplementary Materials

Description

A complete, easy-to-read textbook/software package which introduces reader to the basic ideas of quantitative decision making. The general decision making techniques are developed.

Use Level Senior high/college levels

Length

CATEGORY
Management/Decision Making

Title Basic Business Forecasting Date _____

Source
\$95--Softext Publishing Corporation
17 East 45th Street
New York, NY 10017
212-986-5985

Equipment IBM PC

Supplementary Materials

Description

A complete, easy-to-read textbook/software package covering the ideas and methods of forecasting. Techniques used include: data smoothing, moving averages, exponential smoothing, extrapolation, curve fitting, and seasonal analysis.

Use Level Senior high/college levels

Length

CATEGORY

Management/Decision Making

Title Bottomline Game Date _____

Source

\$295--ILAR Systems, Inc.
 1300 Dove Street
 Suite 105
 Newport Beach, CA 92660
 714-476-2842

Equipment IBM Enhanced PC jr., PC

Supplementary Materials

Description

A business simulation model using realistic financial, marketing, and production data. Allows participants to improve their business acumen by dynamic interactive participation producing ranked results.

Use Level Senior high/college levels

Length

CATEGORY
Pricing/Finance

Title Bottomline V--A Financial Decision Support System Date March, 1985

Source

\$395--ILAR Systems, Inc.
1300 Dove Street
Suite 105
Newport Beach, CA 92660
714-476-2842

Equipment IBM PC, PC jr.

Supplementary Materials

Description

Teaches sales forecasting, budgeting, cash flow, and break-even analysis. In addition, it teaches the fine points of accounting and financial analysis through income statements, balance sheets, and financial ratio analysis.

Use Level Senior high/college levels

Length

CATEGORY

Management/Decision Making

Title Business Basics--A VisiCalc Template Date _____**Source**

\$76--Exec Systems
 P.O. Box 192
 Clinton, MD 20735
 301-868-5487

Equipment Apple Computers

Supplementary Materials

Description

Two disks full of the most commonly asked for, professionally formatted reports and analysis. Included are templates for cash flow, break-even, product sales, sales goals, contracts bidding, checking accounts, inventory, profit/loss, basic budgeting, operating costs, job/task planning, project analysis, and others to assist the business manager in today's demanding business environment. Each is adaptable and copyable.

Use Level

Length

CATEGORY
Business Basics

Title Business Education Utilities Date _____

Source

\$45--Minnesota Educational Computing Corporation (MECC)
3490 Lexington Avenue North
St. Paul, MN 55112
612-481-3618

Equipment IBM PC, PC jr., Apple II, II+, IIc, IIE

Supplementary Materials

Description

Contains a collection of practical programs designed to be used in business education settings. The programs cover such topics as interest on installment buying, effects of simple and compound interest on installment buying, effects of simple and compound interest, loan amortization, business financial reports, money supply, payroll, and the 1040A tax form. Support materials provide worksheets and input forms for use by the students.

Use Level Senior high/college levels

Length

CATEGORY

Promotion

Title Business Information Systems Date June, 1984**Source**

\$315--Financial Planning Software
 4517 North Sterling Avenue
 Peoria, IL 61615
 800-447-0683

Equipment IBM PC

Supplementary Materials**Description**

Data management and marketing tool used to maintain business client information and qualify prospects. Provides a simple, powerful method of maintaining information on business clients and prospects. The speed and flexibility make it a unique marketing tool when selecting qualified prospects. Codes used to categorize clients are defined by the user with these codes. You can easily "pull" from the client data file all clients meeting specified criteria. The list of selected clients can be printed on the screen, on a printer, or to a disk file to be merged with a letter.

Use Level

Length

CATEGORY
Operating

Title Business Inventory Manager Date _____

Source

\$49.95--Gregg/McGraw-Hill
13955 Manchester Road
Manchester, MO 63011
314-256-2300

Equipment IBM PC, TRS-80, Apple/CPM

Supplementary Materials

Description

Here's a single package to demonstrate the automation of inventory control. Concepts such as current or replacement value, depreciation, and insurance planning are part of the applied learning implicit in inventory management. Full information is always handy on acquisition date and cost, current or replacement value, serial numbers, and location--a real boon for insurance planning, depreciation, and more.

Use Level

Length

CATEGORY
Pricing/Finance

Title Business Multi-Pack Date _____

Source

\$99.95--Source View Corporation
835 Castro Street
Martinez, CA 94553
415-680-0202

Equipment Radio Shack

Supplementary Materials

Description

Blends four important business functions, including sales forecasting (arithmetic average regression analysis, exponential smoothing, future analysis), determines the economic order quantity, LIFO or FIFO inventory analysis, and a cache of general business utilities. These utilities include: pricing merchandise to achieve a desired profit margin, a perpetual calendar, future value of a preset sum, present value of a future sum, and an amortization schedule.

Use Level

Length

CATEGORY
Distribution

Title Business Package II Date _____

Source

\$100--Compusco
26251 Via Roble
P.O. Box 2325
Mission Viejo, CA 92690
800-824-7888

Equipment Apple II

Supplementary Materials

Description

This system is a complete purchasing and inventory program for the small business. The capacity is almost unlimited as disk files can be added with ease as you need them. The system maintains stock levels, costs, vendor source, retail price, and total value. Ordering is as easy as selecting a vendor. The purchasing package includes statistical tools for demand estimation, profitability, order point determination, and purchase discount/investment analysis.

Use Level

Length

CATEGORY**Business Basics**

Title Business Quiz: Banking Date _____

Source

\$65--IDECC: The Ohio State University
 1564 West First Avenue
 Columbus, OH 43212
 614-486-6708

Equipment Apple II, IIe, and IIc

Supplementary Materials**Description**

Provides hundreds of multiple choice and true/false questions for drill and practice or for designing actual classroom exams. Students can use it "on-line" or print copies of tests and keys. It is so easy to use, you may not even need the documentation (included). It will help build your students' confidence as they learn that the computer can be friendly.

Use Level

Length

CATEGORY
Business Basics

Title Business Quiz: Business Law Date _____

Source

\$65--IDECC: The Ohio State University
1564 West First Avenue
Columbus, OH 43212
614-486-6708

Equipment Apple II, IIe, and IIc

Supplementary Materials

Description

Provides hundreds of multiple choice and true/false questions for drill and practice or for designing actual classroom exams. Students can use it "on-line" or print copies of tests and keys. It is so easy to use, you may not even need the documentation (included). It will help build your students' confidence as they learn that the computer can be friendly.

Use Level

Length

CATEGORY

Business Basics

Title Business Quiz: Economics Date _____

Source

\$65--IDECC: The Ohio State University
 1564 West First Avenue
 Columbus, OH 43212
 614-486-6708

Equipment Apple II, IIe, and IIc

Supplementary Materials

Description

Provides hundreds of multiple choice and true/false questions for drill and practice or for designing actual classroom exams. Students can use it "on-line" or print copies of tests and keys. It is so easy to use, you may not even need the documentation (included). It will help build your students' confidence as they learn that the computer can be friendly.

Use Level

Length

CATEGORY
Business Basics

Title Business Quiz: Insurance Date _____

Source

\$65--IDECC: The Ohio State University
1564 West First Avenue
Columbus, OH 43212
614-486-6708

Equipment Apple II, IIe, and IIc

Supplementary Materials

Description

Provides hundreds of multiple choice and true/false questions for drill and practice or for designing actual classroom exams. Students can use it "on-line" or print copies of tests and keys. It is so easy to use, you may not even need the documentation (included). It will help build your students' confidence as they learn that the computer can be friendly.

Use Level

Length

CATEGORY
Business Basics

Title Business Quiz: Marketing Considerations Date _____

Source

\$65--IDECC: The Ohio State University
1564 West First Avenue
Columbus, OH 43212
614-486-6708

Equipment Apple II, IIe, and IIc

Supplementary Materials

Description

Covers a fairly good range of marketing concepts, including channels of distribution, promotional mix, market identification, marketing strategies, and business cycles. Some questions on test are very difficult for high school students to comprehend, but overall it is an excellent source for test questions.

Use Level High school level

Length

CATEGORY
Business Basics

Title Business Quiz: Marketing Fundamentals **Date** _____

Source

\$65--IDECC: The Ohio State University
1564 West First Avenue
Columbus, OH 43212
614-486-6708

Equipment Apple II, IIe, IIc

Supplementary Materials

Description

Provides hundreds of multiple choice and true/false questions for drill and practice or for designing actual classroom exams. Students can use it "on-line" or print copies of tests and keys. It is so easy to use, you may not even need the documentation (included). It will help your students' confidence as they learn that the computer can be friendly.

Use Level

Length

CATEGORY
Business Basics

Title Business Quiz: Parliamentary Procedure I Date _____

Source

\$65--IDECC: The Ohio State University
 1564 West First Avenue
 Columbus, OH 43212
 614-486-6708

Equipment Apple II, IIe, and IIc

Supplementary Materials

Description

Provides hundreds of multiple choice and true/false questions for drill and practice or for designing actual classroom exams. Students can use it "on-line" or print copies of tests and keys. It is so easy to use, you may not even need the documentation (included). It will help build your students' confidence as they learn that the computer can be friendly.

Use Level

Length

CATEGORY
Business Basics

Title Business Quiz: Parliamentary Procedure II Date _____

Source

\$65--IDECC: The Ohio State University
1564 West First Avenue
Columbus, OH 43212
614-486-6708

Equipment Apple II, IIe, and IIc

Supplementary Materials

Description

Provides hundreds of multiple choice and true/false questions for drill and practice or for designing actual classroom exams. Students can use it "on-line" or print copies of tests and keys. It is so easy to use, you may not even need the documentation (included). It will help build your students' confidence as they learn that the computer can be friendly.

Use Level

Length

CATEGORY
Business Basics

Title Business Quiz: Products and Prices Date _____

Source

\$65--IDECC: The Ohio State University
1564 West First Avenue
Columbus, OH 43212
614-486-6708

Equipment Apple II, IIe, IIc

Supplementary Materials

Description

Provides hundreds of multiple choice and true/false questions for drill and practice or for designing actual classroom exams. Students can use it "on-line" or print copies of tests and keys. It is so easy to use, you may not even need the documentation (included). It will help your students' confidence as they learn that the computer can be friendly.

Use Level

Length

CATEGORY**Business Basics**

Title Business Quiz: Typing Date _____

Source

\$65--IDECC: The Ohio State University
 1564 West First Avenue
 Columbus, OH 43212
 614-486-6708

Equipment Apple II, IIf, and IIc

Supplementary Materials**Description**

Provides hundreds of multiple choice and true/false questions for drill and practice or for designing actual classroom exams. Students can use it "on-line" or print copies of tests and keys. It is so easy to use, you may not even need the documentation (included). It will help build your students' confidence as they learn that the computer can be friendly.

Use Level

Length

CATEGORY
Management/Decision Making

Title Cartels and Cutthroats **Date** _____

\$39.95--Strategic Simulations
 1046 North Rengstorsf
 Mountain View, CA 94043
 415-964-1353

Source

Equipment Apple II, II+, IIe

Supplementary Materials

Description

This is a business management simulation game. The game accepts up to six players or teams. Each player is required to set production levels, purchase raw materials, set selling price, make advertising decisions, and perform several management functions. In addition, the program provides complicating factors with which companies must contend, such as strikes, technological advances, changing interest rates, and others. Each player receives profit and loss statements, balance sheets, sales reports, and other management reports.

Use Level Senior high/college levels

Length

Class

CATEGORY
Management/Decision Making

Title Choices Date 1984

Source

\$20--Joint Council on Economic Education
2 Park Avenue
New York, NY 10016
212-685-5499

Equipment Apple II, IIe, II+

Supplementary Materials

Description

Gives students practice in systematic decision-making with the aid of a five-step plan. Presents the concepts of scarcity and opportunity cost and explains the need to make choices. Guides students in applying the plan to a given problem as well as to problems formulated by students.

Use Level Grades 5-8

Length

CATEGORY
Operating

Title Client Billing Manager Date _____

Source

\$49.95--Gregg/McGraw-Hill
13955 Manchester Road
Manchester, MO 63011
314-256-2300

Equipment IBM PC, TRS-80, Apple/CPM

Supplementary Materials

Description

This package is ideal for work-flow simulations where students are "employed" by a specific company. Client Billing Manager keeps track of time, billing rates for each employee, and client expenses--and it automatically does the math to calculate billable charges. The program can also age accounts, show year-to-date billings, and much more.

Use Level

Length

CATEGORY

Operating

Title Client Progress Notes Date _____

Source

\$75--Applied Innovations, Inc.
 South Kingstown Office Park
 Suite A-1
 Wakefield, RI 02879
 401-789-5081

Equipment Apple II+ and IIe

Supplementary Materials

Description

Computerizes records of client activity. Displays and prints notes for selected sessions

Use Level

Length

CATEGORY

Distribution

Title Computerized Inventory Procedures Date 1986

Source

\$42.50 or \$59.50 (depending on model of computer)--South-Western Publishing Company
 355 Conde Street
 West Chicago, IL 60185
 312-231-6000

Equipment TRS-80 Model III and Model 4, Apple II Plus, IIe, and IIc, IBM PC

Supplementary Materials Text-workbook \$8.25

Description

This comprehensive text-workbook covers basic inventory concepts, computerized systems, and inventory applications. As students manage a computerized inventory system already programmed on the software, they further develop their understanding of inventory terminology and concepts, the importance of sound inventory management, and common inventory methods. Also included is a program and extra diskette space for any inventory which students might want to develop for added experience or actual use--for instance, school store supplies, auto shop parts, or home economics supplies.

Use Level Senior high level

Length

CATEGORY

Promotion

Title Contacts _____ Date August, 1984 _____**Source**

\$29.95--Hayes Microcomputer Products
5923 Peachtree Industrial Blvd.
Norcross, GA 30092
404-449-8791

Equipment**Supplementary Materials****Description**

Application template for the Please data management system. Manage facts and figures about your sales contacts.

Use Level**Length**

CATEGORY
Pricing/Finance

Title Creative Financing **Date** March, 1981

Source

\$99--Howard Software Services
7722 Hosford Avenue, Dept. C
Los Angeles, CA 90045
213-645-4069

Equipment Applesoft

Supplementary Materials

Description

Figures true cost of complex loan packages, including the value of money (inflation).
Tabulates principal, interest, and depreciation. Provides report format for submission
to clients; fully error tolerant. Computes PV, NPV, RO1, etc., as well.

Use Level

Length

CATEGORY
Promotion

Title Customer Records Manager Date _____

Source

\$49.95--Gregg/McGraw-Hill
13955 Manchester Road
Manchester, MO 63011
314-256-2300

Equipment IBM PC, TRS-80, Apple/CPM

Supplementary Materials

Description

For courses that include simulated business activities, here's a powerful way to organize, manage, and report customer credit information, sales volume, date of last order, and even customer contacts--as well as names, addresses, and telephone numbers. Customer Records Manager makes it easy to generate cards, labels, lists, and other documents by account type, credit line, or location. By specifying customer criteria, students can pinpoint the best prospects for a new sales campaign.

Use Level

Length

CATEGORY
Management/Decision Making

Title Data Plotting Software for Micros Date _____

Source

\$21.50--Kern Publications
433 Washington Street
P.O. Box 1029CA
Duxbury, MA 02332
617-826-0095

Equipment IBM PC

Supplementary Materials

Description

A collection of 21 programs in BASICA for statistics and data plotting. Draws histograms, pie charts, log and semi-log plots, bar charts, stock market charts, and 3D view of surfaces plus performs regression analysis and curve fitting. Programs are menu-driven, modular, and fully documented alongside theory and equations. You can use these programs as they are or modify and combine them for special applications, but if you want to write your own data plotting software, you will find these programs to be valuable building blocks.

Use Level Senior high/college levels

Length

CATEGORY

Management/Decision Making

Title The Donut Franchise Date 1984

Source

\$199--Gregg/McGraw-Hill
13955 Manchester Road
Manchester, MO 63011
314-256-2300

Equipment Apple II with Applesoft, II Plus, IIe, or IIc, TRS-80 Model II or 4, IBM PC

Supplementary Materials Student manual \$5.56--gives students all the information they need to make decision. The manual also provides the forms required, sample printouts, and a glossary.

Description

The software sets this computer-assisted simulation in a chain of donut shops acquired and franchised by SSweetco. In this short, user-friendly simulation, students make key decisions about pricing, ordering, advertising, personnel, and leasing or buying equipment. Working in groups, they can compete with one another to return the largest profit. For easy classroom management, The Donut Simulation is instructor-administered and contains self-correcting features. A User's Guide provides instructions for course management and for running the software.

Use Level

Length

CATEGORY
Management/Decision Making

Title Enterprise Sandwich Shops Date 1983

Source

\$199--Gregg/McGraw-Hill
13955 Manchester Road
Manchester, MO 63011
314-256-2300

Equipment Apple II with Applesoft, II Plus, IIe, or IIc, TRS-80 Model III or 4, IBM PC

Supplementary Materials Student instructions \$3.16

Description

A small business simulation to stimulate learning of basic business and economic concepts. Students manage a sandwich shop for an eight-month period and make decisions regarding the marketing efforts and the operations of the business. Their decisions are input into a computer that processes the data and provides a variety of financial and marketing information. Students analyze the results of their decisions from the printouts generated. The Student Instructions for Enterprise Sandwich Shops gives students all the information they need to make decisions involving pricing, purchasing, promotion, and staffing for their team's sandwich shops. The manual also provides the forms required, sample printouts of monthly income statements, and a glossary. Enterprise Sandwich Shops requires no previous computer knowledge. It is instructor-controlled and contains self-correcting features for easy management.

Use Level

Length five to twelve hours

CATEGORY

Management/Decision Making

Title Forecasting Software System Date _____

Source

\$295--Sortext Publishing Corporation
 17 East 45th Street
 New York, NY 10017
 212-986-5985

Equipment IBM PC

Supplementary Materials

Description

A mainframe type of forecasting system designed to meet the needs of all areas of forecasting including business, finance, and manufacturing. In addition to powerful forecasting routines, there are extensive database manipulation routines and graphics.

Use Level Senior high/college levels

Length

CATEGORY

Management/Decision Making

Title Free Enterprise Date _____

Source

\$100--Science Research Associates
155 North Wacker Drive
Chicago, IL 60606
312-984-7000

Equipment Apple II+, IBM PC

Supplementary Materials

Description

This is a simulation of companies making the same product. Up to six students or groups of students are allowed to compete against each other. The measure of success is overall profit or some other agreed-upon criterion. The individuals or teams make quarterly decisions for competitive companies, under given economic, production, and marketing conditions.

Use Level Senior high/college levels

Length

CATEGORY

Management/Decision Making

Title Future Date _____

Source

\$59.95--Decision Science Software
 P.O. Box 7876
 Austin, TX 78713
 512-926-4899

Equipment Apple II, IBM PC, Radio Shack TRS-80 III

Supplementary Materials

Description

An interactive computer model that forecasts using time series data. The data may represent any relevant variable such as sales, costs, etc. Future has a built-in "sample" data set, which will accept a new series of data or retrieve an old series of data. The data set may be listed, added to, or deleted. It has six methods of forecasting: average, regression, seasonal, moving average, exponential smoothing, trend and seasonal. The program will provide the following analyses: detailed forecast, correlation coefficient, confidence limits, plot of history, and forecast.

Use Level

Length

CATEGORY
Management/Decision Making

Title Gadgetronics--A Retail Decision-Making Simulation Date 1985

Source

\$42.50--South-Western Publishing Company
355 Conde Street
West Chicago, IL 60185
312-231-6000

Equipment TRS-80 Model III and Model 4, Apple II Plus, IIe, IIc, and IBM PC

Supplementary Materials Text-workbook \$7.95

Description

Gadgetronics is a retailing business that sells electronic products. This package consists of a series of 5 simulations, each dealing with Gadgetronics product lines-- radios, albums and tapes, video game cartridges, microcomputers, and calculators. Students, working individually or in teams, begin their companies with one product line and gradually expand to five. Using computer-produced data to assist them, they learn to make decisions concerning the ordering and pricing of products, advertising, sales promotion, hiring, personnel policies, and the opening and closing of stores. This simulation is ideal for use in marketing, retailing, and management classes.

Use Level Senior high level

Length

CATEGORY
Pricing/Finance

Title Hot Dog Stand: Survival Math Skills Date _____

Source

\$55--Sunburst Communications, Inc.
39 Washington Avenue
Box 40
Pleasantville, NY 10570-9971
800-431-1934

Equipment IBM PC, PC jr.; requires color graphics card

Supplementary Materials

Description

Students put on entrepreneurial hats and practice math skills as they run a hot dog stand at their school's football games to raise money. Students must stock their shelves and price their items with several variables in mind: crowd size and consumption vary with the weather, type of game, time of day, and day of week. Customers expect courtesy kits when they purchase hot dogs. Hot dogs cannot be sold without buns and vice versa. Pricing may influence consumption. Perishable food not sold within a week is lost. Includes backup disk.

Use Level Grade 6 through college levels

Length

CATEGORY**Management/Decision Making**

Title IBM/PC Guide to Marginal Analysis **Date** _____

Source

\$49.95--Banbury Books, Inc.
 353 West Lancaster Avenue
 Wayne, PA 19087
 800-223-7075

Equipment IBM PC

Supplementary Materials

Description

This package helps you analyze the relationships among cost, volume, and profit. The program also helps you make such business decisions as whether to drop and add a product, make or buy a component, and increase advertising expenditures.

Use Level

Length

CATEGORY
Pricing/Finance

Title IBM/PC Guide to Pricing Date _____

Source

\$49.95--Banbury Books, Inc.
353 West Lancaster Avenue
Wayne, PA 19087
800-223-7075

Equipment IBM PC

Supplementary Materials

Description

This package helps you choose the best price without losing sales or shaving profits. It places special emphasis on determining costs and competitive analysis.

Use Level

Length

CATEGORY

Promotion

Title IBM/PC Guide to Sales Forecasting **Date** _____

Source

\$39.95--Banbury Books, Inc.
353 West Lancaster Avenue.
Wayne, PA 19087
800-223-7075

Equipment IBM PC

Supplementary Materials

Description

This program makes well-documented, accurate sales forecasts possible. Includes ten quantitative methods and five qualitative forecasting methods.

Use Level

Length

CATEGORY
Distribution

Title Inventory Pac Date March, 1978

Source

\$89.95--Charles Mann & Associates
7594 San Remo Trail
Yucca Valley, CA 92284
714-365-9718

Equipment Apples

Supplementary Materials

Description

Program is specifically designed set of purchasing tools, inventory management tests, and a general purpose terminal inventory program. Using the package you will never again run out of those popular items. The system allows you to create sub-classes within your inventory to represent product lines, storage locations, or branch operations. The system is loaded with such special features as a vendor stock display routine which allows you to draw out and display all items you get from any particular vendor. The system allows you to display all items of a given description regardless of which vendor is your source.

Use Level

Length

CATEGORY

Promotion

Title Know Your Client Date October, 1982

Source

\$92.95--Execuware, Inc.
4018 Country Club Road
Winston-Salem, NC 27104
919-760-3576

Equipment Apple II, IIe, IBM PC

Supplementary Materials

Description

This is a BASIC program that lets you enter, maintain, and report information about clients and prospects. It allows you to keep name and address information by company address and home address for each client or prospective client with whom you have frequent contact. This program would be more useful to salespeople who sell products which have a long sales cycle, or to those who otherwise require repeated phone, letter, or face-to-face contact with clients over several weeks or longer. However, any company could use Know Your Client to maintain customer information. The software does not do anything that a generalized data management system, such as dBASE II, could do. However, because it is designed specifically for sales prospecting, it will be easier to use for that application than a generalized database system. In addition, you will not have to design your own sales prospecting database or "program" the system to get it going. This package satisfactorily addresses a specific need to do sales prospecting.

Use Level

Length

CATEGORY
Business Basics

Title Macroeconomics Date _____

Source

\$34.95--Intellectual Software
A Division of Queue Inc.
798 North Avenue
Bridgeport, CT 06606
203-335-0906

Equipment Apple II, II+, IIe, IBM PC, PC jr.

Supplementary Materials

Description

The subjects include: The Nature of Economics, National Income, Accounting, Income Determination, Fiscal Policy, Monetary Policy, and Inflation and Depression.

Use Level Junior high through college levels

Length

CATEGORY
Operating

Title Mail Power **Date** _____

\$34.95--**Systems Design Laboratory** **Source**
2412 Artesia Blvd.
Suite B
Redondo Beach, CA 90278
213-374-4471

Equipment Apple II

Supplementary Materials

Description

Mailing system with upper/lower case capability, complete search and list functions, four-way data output capability, and much more. Mail Power is the mailing management system that makes form letter processing a reality when used with Text Power. Inserts date, address, or salutation anywhere in the letter when used with Text Power. Complete search and list functions. Directly links with another super fast sort routine. Four-way data output capability.

Use Level

Length

CATEGORY

Management/Decision Making

Title Marketing Peanut ButterDate 1985

Source

\$199--Gregg/McGraw-Hill
 13955 Manchester Road
 Manchester, MO 63011
 314-256-2300

Equipment Apple II with Applesoft, II Plus, IIe, or IIc, TRS-80 Model III or 4,
 IBM PC

Supplementary Materials manual \$4.75; adopters may make unlimited copies of the
 disks for use within their departments.

Description

An exciting addition to your course, for use with Introduction to Marketing or any other marketing text. This absorbing microcomputer simulation enables students to make decisions on product, price, place, promotion, and personnel for a small corporation--and see the results of their actions immediately. In the simulation, students compete as members of a marketing management team for one of four regional peanut butter manufacturers. They make choices about expanding the product line, penetrating new markets, repositioning products, pricing, and advertising and promotion considerations. As a result, they develop a practical understanding of the importance of strategic integration of the marketing mix. What's more, they gain first-hand knowledge of the crucial role of market segmentation and targeting in the real business world.

Use Level

Length

CATEGORY

Management/Decision Making

Title The Marketing Toolkit Date _____

\$22.95--Addison-Wesley Company Source
 Reading, MA 01867

Equipment IBM PC

Supplementary Materials Case book

Description

A set of 42 cases that can be solved using marketing decision-making tools contained on the diskette. A useful supplement to a principles of marketing class to show applications of specific marketing concepts. The marketing tools on the diskette can be used for other marketing decisions as well.

Use Level Advanced secondary/postsecondary/collegiate

Length

CATEGORY
Business Basics

Title Marketplace Date 1984

Source

\$20--Joint Council on Economic Education
2 Park Avenue
New York, NY 10016
212-685-5499

Equipment Apple II, IIe, II+

Supplementary Materials

Description

Tutorial on price determination; three levels of difficulty. Introduces the principles of supply and demand and their determinants; effects of shifts in supply and demand on market price; and effect on market price of pairs of substitute goods where there is a shift in the demand for or supply of one of the goods. Suitable for class lecture/demonstration. Sound.

Use Level Grades 10-12

Length