

1106-VE-1529 **Howard Troughton*** (htroughton@babson.edu), 374 Great Road, Unit 12, Acton, MA 01720.
Simulation in the classroom using Excel.

Simulation is the imitation of real-world systems over time and first requires that a model of the system be developed. Computer technology allows students to perform simulations in real-time within a classroom context. A freshman quantitative methods course at Babson College uses simulations to analyze a variety of business problems, including cost-benefit analysis for a start-up business venture, optimal inventory and ordering levels for a product, and strategies for retirement. Models are developed in Excel and the simulation is run using the Excel Add-in program @Risk, created by Palisade Corporation. This talk will demonstrate how simulation is used in this course by presenting examples. (Received September 13, 2014)