FibCO Teaching Resource

A globally-based Hotel and Restaurant organisation with American owners.
Commenced as a family restaurant business in France and initially expanded into Europe.
The organisation has global outlets in Europe, America and South East Asia. It owns a
transport business and several resource suppliers.

Common information is provided in the VSLE, with individual scenarios emailed to
individuals
Participants become ‘virtual employees’ and are presented with various scenarios they
may face and asked to adopt various roles. Given the global nature of the business
participants may not know each other. Some information is shared but from different
perspectives. The characters have a title and role but are able to extrapolate from the
outline the tactics they will adopt to address the challenge.

Scenarios can be open or closed. Participants are asked to explore different approaches
to what they would normally adopt in responding to challenge activities and observe and
reflect on people’s reactions.

Issues are broad and can cover global logistics and cultural issues. Typical examples
include developing a risk management strategy, identifying business development
opportunities, logistics mapping, change management, training, addressing cultural
issues.

Asynchronous discussion through Discussion Boards and WIKIs occur, with the
facilitator being either an active participants or observer.

The on-line activity can occur over a number of weeks and can link participants across
countries. Where possible on-line activities are blended with face-to-face intensive
session for debrief. The face-to-face session is an important part of the reflective
process during which significant further learning occurs. The facilitator plays a central
role in the face-to-face session assisting analysis and reflection and debriefing the
participants from their role.

Assessment is formative using on-line participation and reflection upon learning through
a Learning Journal (both individual and group.)