

MegaMicro Jentronix, Version 2.0

Business Strategy Simulation

Participants assume the role of an executive team responsible for managing a major acquisition. They make critical integration decisions, observe how these choices influence organizational outcomes over time, and have the opportunity to revise their approach based on performance feedback, culminating in a final bid for the target company.

Learning Objectives

- Identifying Strategic Objectives
- Strategic Decision Making
- Timing of Integration Decisions
- Valuation Implications of Integration Decisions and their timing.

Program Usage

- 1990s-Present
- Executive Education, M&A Program
 - Undergraduate & Graduate classes, Professors
- Holthausen, Chaudhuri

Author

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Roles/Players

Multi-player, Team-based

Play Style

In-class teams, synchronous only

Target Audience

Ideal for programs in finance, business strategy, and mergers & acquisitions

Additional Materials

Facilitator quick start guide, user quick start guide, transaction and decisions breakdown, setup guide, teaching note, introduction video

Approximate Time Required

Prep: 20 minutes
Simulation Play: 60-90 minutes
Debrief: 60 minutes

Delivery Logistics

- Teams can consist of 3-6 players; there are no fixed amount of teams or roles required
- Works best when teams can separate into breakout rooms

Synopsis

This simulation is designed to deepen participants' understanding of the challenges inherent in mergers and acquisitions, with a particular focus on how integration decisions across functions, such as sales, R&D, operations, and leadership, affect long-term performance and value creation. It underscores the importance of aligning integration choices with the overarching strategic objectives of the transaction in order to realize the full potential of the deal. A distinctive feature is the embedded Monte Carlo model, which provides a range of possible valuations and encourages participants to critically assess their bidding strategy. By modeling the uncertainty and interdependence of real-world M&A decisions, the simulation offers a valuable opportunity for structured experimentation, reflection, and strategic refinement.