

A Delaware Public Benefit Corporation

PRECISEDONLINE.COM
EDUCATION TO THE POINT

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BRINGING
EDUCATIONAL
PROGRAMS
TO THE MASSES

PrecisED, Inc. is a start-up whose mission is to bring educational programs to the masses in a cost-effective manner. The educational programs are designed from scratch to totally leverage technology unlike extant online programs which are nothing but a collection of long and disjointed face-to-face courses that have been ineffectively put online. PrecisED also incorporates optimal human learning in its design.

The Navigation Bar

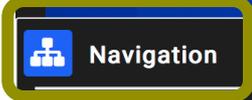


Get started managing your course with the Navigation Bar, at the bottom left.



The Navigation Bar provides multiple reports to review student progress and access to the simulation(s) under your instruction.

Expand or collapse the Navigation Bar, by clicking the button on the left.



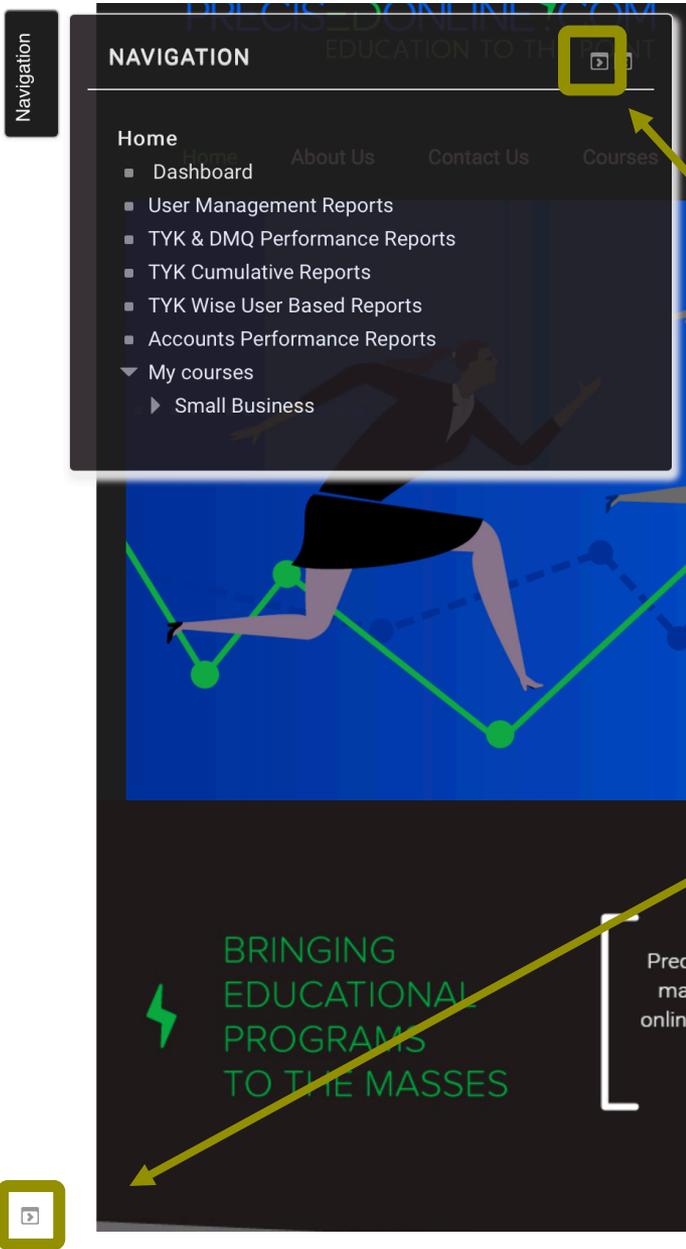
- Home
 - Dashboard
 - User Management Reports
 - TYK & DMQ Performance Reports
 - TYK Cumulative Reports
 - TYK Wise User Based Reports
 - Accounts Performance Reports
 - My courses
 - Small Business

BRINGING EDUCATIONAL PROGRAMS TO THE MASSES

PrecisED, Inc. is a start-up whose mission is to bring educational programs to the masses in a cost-effective manner. The educational programs are designed from scratch to totally leverage technology unlike extant online programs which are nothing but a collection of long and disjointed face-to-face courses that have been ineffectively put online. PrecisED also incorporates optimal human learning in its design.

The left arrow, from the initial *Navigation Bar* view, docks the *Navigation Bar* at the top left (as shown).

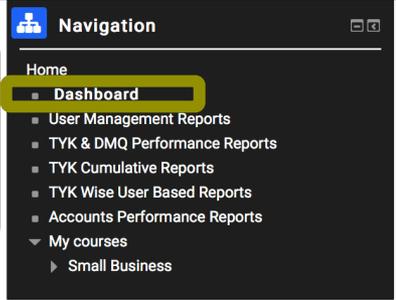
Hover over the *Navigation Bar* to expand view.



Control the *Navigation Bar*'s position with the **arrow buttons**.

The right arrow, in the shown *Navigation Bar* view, returns the *Navigation Bar* to the original view.

The Dashboard gives an overview of all students' progress in simple graphs for the entire course. The course stats allow for an instant gauge of completion and performance.

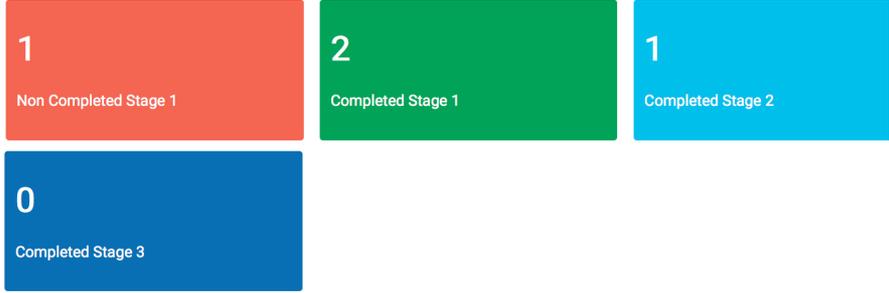


The TYK Performance represents students' performance on all questions answered and unanswered (final grade calculation).

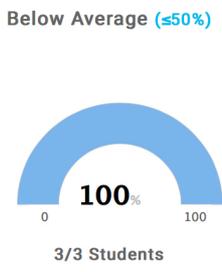
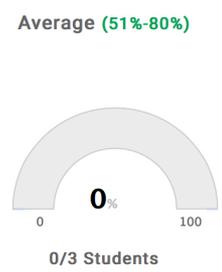
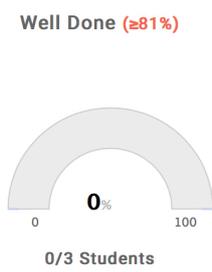
Dashboard

VB - Small Business

Students Count: 3



TYK Performance



The User Management Report provides a list of all the students enrolled in a particular course along with their contact information.

Navigation

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User Management

FILTER

Course
 Small Business

Institution
 PRECISED

Filter Reset

REPORTS

Show 10 entries Column visibility Search:

#	Username	Role	Email	Course	Institution
1	bstu4	participant	bstu4@gmail.com	Small Business	PRECISED
2	biancastd2	participant	biancastd2@gmail.com	Small Business	PRECISED
3	bstu3	participant	bstu3@gmail.com	Small Business	PRECISED

Navigation

- Home
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 - Course Management Reports
 - TYK & DMQ Performance Reports**
 - TYK Cumulative Reports
 - TYK Wise User Based Reports
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The TYK & DMQ Performance Report provides each student's status in terms of the number of TYKs and DMQs that have completed by the student in that course.

TYK & DMQ Performance

FILTER

Course
Small Business

Institution
PRECISED

Filter Reset

REPORTS

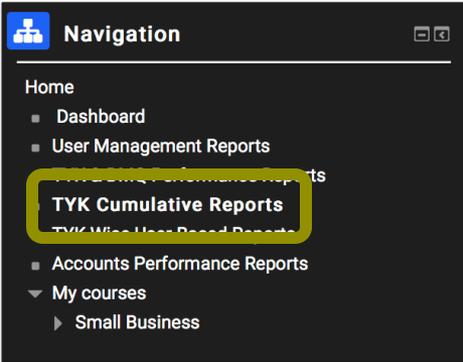
Show 10 entries Column visibility [print] [refresh] [reset]

# ↑↓	Username ↑↓	Course ↑↓	TYK Status			DMQ Status		
			No of TYK's ↑↓	Completed ↑↓	% ↑↓	No of DMQ's ↑↓	Completed ↑↓	% ↑↓
1	bstu4	Small Business	31	1	3	22	0	0
2	biancastd2	Small Business	31	17	55	22	7	32
3	bstu3	Small Business	31	14	45	22	7	32

Test Your Knowledge (TYK) questions evaluate students' understanding of the learning concepts. Each learning concept is followed by a TYK set which consists of several questions.

Decision Making Questions (DMQ) ask for students' decisions on various managerial issues.

The TYK Cumulative Report provides the number of correctly answered questions for each TYK set of questions for each student.



TYK Cumulative Reports

FILTER

Course: Small Business

Stage: Stage 1: Strategizing and Planning a Small I

Institution: PRECISED

Filter Reset

REPORTS

Show 10 entries Column visibility [print icon] [refresh icon] [export icon] Search: [input field]

# ↑↓	Username ↑↓	TYK 1 ↑↓	TYK 2 ↑↓	TYK 3 ↑↓	TYK 4 ↑↓	TYK 5 ↑↓	TYK 6 ↑↓	TYK 7 ↑↓	TYK 8 ↑↓	Cumulative Score ↑↓
1	bstu4	(4 out of 6) 67%	-	-	-	-	-	-	-	(4 out of 6) 67%
2	biancastd2	(3 out of 6) 50%	(1 out of 5) 20%	(2 out of 6) 33%	(2 out of 6) 33%	(1 out of 6) 17%	(2 out of 5) 40%	(6 out of 12) 50%	(3 out of 9) 33%	(20 out of 55) 36%
3	bstu3	(6 out of 6) 100%	(5 out of 5) 100%	(6 out of 6) 100%	(5 out of 6) 83%	(0 out of 6) 0%	(4 out of 5) 80%	(10 out of 12) 83%	(6 out of 9) 67%	(42 out of 55) 76%

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TYK Wise User Based Report

The TYK Wise User Based Report shows each student's graded response to each question in the TYK set.

FILTER

Course
Small Business

Stage
Stage 1: Strategizing and Planning a Small Business

TYK
TYK - Resources, Capabilities & Core Competencies

[Filter](#) [Reset](#)

REPORTS

No. of Participant enrolled in the Course	3
No. of Participant completed the TYK	3
No. of Participant not yet started the TYK	0
No. of Participant in Progress	0
No. of Participant Secured more than 81%	1
No. of Participant Secured between 51% and 80%	1
No. of Participant Secured less than equal 50%	1

Show 10 entries [Column visibility](#) [Print](#) [Export](#) [Share](#) Search:

#	Username	Attempted on	Completed	Time Taken	Q1	Q2	Q3	Q4	Q5	Q6	Score
1	bstu4	Oct 02,2017 02:10	Oct 02,2017 02:10	37 secs	1	0	1	0	1	1	(4 out of 6) 67%
2	biancastd2	Sep 02,2017 05:09	Sep 02,2017 05:09	6 mins 42 secs	1	0	1	1	0	0	(3 out of 6) 50%
3	bstu3	Oct 01,2017 11:10	Oct 01,2017 11:10	4 mins 38 secs	1	1	1	1	1	1	(6 out of 6) 100%


Navigation
☰ ☱

Home

- Dashboard
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My courses

- ▼ **Small Business**
- ▶ Stage 1: Strategizing and Planning a Small Business
- ▶ Stage 1: Learning Concepts
- ▶ Stage 2: Launching the Small Business
- ▶ Stage 2: Learning Concepts
- ▶ Stage 3: Taking a Small Business to the Next Level

Selecting the **Course**, in the *Navigation Bar*, allows instructors to view the **Table of Contents**.

Stage 1: Strategizing and Planning a Small Business

- ⚡
You, the City, and the Gourmet Burger Business
- ⚡
Your Strengths and Weaknesses
Not available unless: The activity You, the City, and the Gourmet Burger Business is marked complete
- ⚡
TYK - Resources, Capabilities & Core Competencies
Not available unless: The activity Your Strengths and Weaknesses is marked complete
- ⚡
Competition in the City
Not available unless: The activity TYK - Resources, Capabilities & Core Competencies is marked complete
- ⚡
TYK - Competitive Analysis & Environmental Scanning
Not available unless: The activity Competition in the City is marked complete
- ⚡
Types of Potential Customers in Simile
Not available unless: The activity TYK - Competitive Analysis & Environmental Scanning is marked complete
- ⚡
TYK - Target Market & Segmentation
Not available unless: The activity Types of Potential Customers in Simile is marked complete
- ⚡
Beyond the Burger: Price, Location and Image
Not available unless: The activity TYK - Target Market & Segmentation is marked complete
- ⚡
TYK - Marketing Mix
Not available unless: The activity Beyond the Burger: Price, Location and Image is marked complete
- ⚡
TYK - Positioning
Not available unless: The activity TYK - Marketing Mix is marked complete
- ⚡
Who will Buy and Why?
Not available unless: The activity TYK - Positioning is marked complete

The Administration Bar is visible when a course is selected.


Administration
☰ ☱

- ▼ **Course administration**
- ▶ Reports

Navigation

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 - Small Business
 - Stage 1: Strategizing and Planning a Small Business
 - Stage 1: Learning Concepts
 - Stage 2: Launching the Small Business
 - Stage 2: Learning Concepts
 - Stage 3: Taking a Small Business to the Next Level
 - Stage 3: Learning Concepts

Administration

- Course administration
- Reports
 - Activity report**

VB - Small Business

Computed from logs since Tuesday, 19 September 2017, 11:27 AM.

Activity	Views
⚡ You, the City, and the Gourmet Burger Business	71 by 11 users Monday, 2 October 2017, 11:27 AM
⚡ Your Strengths and Weaknesses	38 by 7 users Monday, 2 October 2017, 11:27 AM
⚡ TYK - Resources, Capabilities & Core Competencies	50 by 10 users Monday, 2 October 2017, 11:27 AM
⚡ Competition in the City	10 by 4 users Monday, 2 October 2017, 11:27 AM
⚡ TYK - Competitive Analysis & Environmental Scanning	11 by 2 users Monday, 2 October 2017, 11:27 AM
⚡ Types of Potential Customers in Simile	4 by 1 users Monday, 2 October 2017, 11:27 AM
⚡ TYK - Target Market & Segmentation	24 by 3 users Monday, 2 October 2017, 11:27 AM
⚡ Beyond the Burger: Price, Location and Image	28 by 8 users Monday, 2 October 2017, 11:27 AM
⚡ TYK - Marketing Mix	25 by 4 users Monday, 2 October 2017, 11:27 AM
⚡ TYK - Positioning	33 by 4 users Monday, 2 October 2017, 11:27 AM
⚡ Who will Buy and Why?	180 by 8 users Monday, 2 October 2017, 11:27 AM
⚡ TYK - Value Proposition	64 by 6 users Monday, 2 October 2017, 11:27 AM
⚡ Estimating the Cost of a Cheese Burger	48 by 7 users Monday, 2 October 2017, 11:27 AM
⚡ How many need to be sold to make \$\$\$?	207 by 9 users Monday, 2 October 2017, 11:27 AM
⚡ TYK - Breakeven Analysis and Spreadsheet Modelling	173 by 5 users Monday, 2 October 2017, 11:27 AM
⚡ Final Decisions - Location, Pricing, Service and Target Market	311 by 7 users Monday, 2 October 2017, 11:27 AM
⚡ TYK - Pricing Strategies	44 by 3 users Monday, 2 October 2017, 11:27 AM
⚡ Feedback on your Decisions	16 by 4 users Monday, 2 October 2017, 11:27 AM

The Activity Report, in the *Course Administration* section, gives a count of how many students have accessed a particular lesson.

Students are given access to a lesson only after the prior lesson is completed and all TYK questions answered.

A decision, in response to a DMQ, is good if it incorporates all the information available at the time of making the decision and if it is consistent with other decisions previously made. It is not good, otherwise. Quality of the decisions made by the students are measured by Management Decision Quality Index. In this index, each decision question is rated on a 3-point importance scale and each available option of the decision is evaluated as good, fair or poor. MDQI is calculated as the product of the two. In addition to this main effect of decision quality, MDQI moves up or down based on the consistency with other decisions. MDQI, along with TYK scores and profitability as judged by the student's ability to predict demand on a daily basis in Stage 2, is used to evaluate a student's performance.

Bonus Spin – The Management Luck Index (MLI)

Sometimes It's Better to be Lucky than Smart

Being in the right place at the right time (also called getting lucky) is part and parcel of any business. Many unforeseen changes which can help or hurt a business take place in external environments. Certain decisions that didn't seem to be good decisions, rationally speaking (for which students may have lost MDQI points), might turn out to be good due to environmental changes. Likewise, certain good decisions might turn out to be less than favorable later on due to environmental changes. In addition to environmental changes, other unpredictable factors like the skills and personalities of your new hires or unforeseen interactions with important individuals or corporations can bring unexpected revenue or losses to businesses. Sometimes one can succeed in taking credit for these random events and claim that decisions were great, but that's in fact not true. Therefore, instead of MDQI increasing or decreasing because the past decisions turning out to have unintended positive or negative consequences, a new index called **Management Luck Index (MLI)** has been created. (Yes, we call it simply what it really is – luck.)

To simulate whether students get lucky or unlucky, students spin a wheel that has different outcomes with different probabilities. There are several situations throughout the simulation where students can get lucky or unlucky. The categories of outcomes, the probabilities and the impact on **MLI** depend on the situation and are spelled out in detail when those situations arise in the simulation.

Instructors decide whether **MLI** influences students' grades and, if so, how.

Overall rank is determined as follows:

Let A_i, B_i, C_i, D_i be the four raw scores on the 4 grading factors (TYK, MDQI, Profitability and MLI) for individual i . Each raw score is standardized to SA_i, SB_i, SC_i, SD_i by subtracting the mean and dividing by the standard deviation. Overall score G_i for individual $i = w_1SA_i + w_2SB_i + w_3SC_i + w_4SD_i$ (Recommended weights --- 40 (TYK), 40 (MDQI), 20 (profitability) and 0 for MLI. (Use MLI as extra credit points.)

FILTER

Course

Entrepreneurship

Filter

Reset

REPORTS

*Scores & Rankings are displaying upto stage 2

#	Username ^{↑↓}	Student Name ^{↑↓}	TYK Score ^{↑↓}	TYK SD ^{↑↓}	TYK WS ^{↑↓}	TYK Rank ^{↑↓}	Profitability Score ^{↑↓}	Profitability SD ^{↑↓}	Profitability WS ^{↑↓}	Profitability Rank ^{↑↓}	MDQI Score ^{↑↓}	MDQI SD ^{↑↓}	MDQI WS ^{↑↓}	MDQI Rank ^{↑↓}	MLI Score ^{↑↓}	Total WS ^{↑↓}	Overall Rank ^{↑↓}
1	brrsell13	brrsell13 student	37	1.1501	0.46	1	67990	-0.97	-0.194	3	108	0.5746	0.2298	1	112	0.4958	1
2	brrsell12	brrsell12 student	24	0.1792	0.0717	2	72109	-1.1022	-0.2204	4	96	0.3134	0.1254	4	97	-0.0233	4
3	brrsell14	brrsell14 student	24	0.1792	0.0717	2	22817	0.4798	0.096	1	107	0.5528	0.2211	2	106	0.3888	2
4	brrsell11	brrsell11 student	23	0.1046	0.0418	4	25921	0.3802	0.076	2	97	0.3352	0.1341	3	112	0.2519	3
5	brrsell15	brrsell15 student	0	0	0	5	0	0	0	5	0	0	0	5	0	0	5

Ranking Report

FILTER

Course

VB - Select

Filter Reset

REPORTS

*Scores & Rankings are displaying upto stage 2

Show : 10 Per Page

Column visibility   

Search :

#	Username ↑↓	Student Name ↑↓	TYK Score ↑↓	TYK Rank ↑↓	Profitability Score ↑↓	Profitability Rank ↑↓	MDQI Score ↑↓	MDQI Rank ↑↓	MLI Score ↑↓	Avg Rank ↑↓	Overall Rank ↑↓
1	brrsell11	brrsell11 student	24	4	17018	1	96	5	100	3.33	3
2	brrsell15	brrsell15 student	66	2	22485	2	112	2	106	2	1
3	brrsell12	brrsell12 student	24	4	25988	3	108	4	100	3.67	5
4	brrsell13	brrsell13 student	30	3	27852	4	109	3	100	3.33	3
5	brrsell14	brrsell14 student	70	1	85321	5	124	1	103	2.33	2

Overall Rank is determined by the average ranks of the 3 individual ranks of TYKs, MDQI and Profitability Score. (MLI can be used as bonus points at the instructor's discretion.)