

**Effectiveness of Simulation-Based Learning in Malaysia
Higher Education: A Case Study of MonsoonSIM**

Journal:	<i>Asian Education and Development Studies</i>
Manuscript ID	AEDS-09-2023-0125.R1
Manuscript Type:	Research Paper
Keywords:	MonsoonSIM, experiential learning, simulation-based learning, learning approach

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Abstract

Purpose - Higher education institutions face the formidable responsibility of equipping students with the requisite knowledge and skills essential for a successful transition into the professional workforce. In contemporary education, simulation-based learning has emerged as a pivotal tool employed by higher education institutions to facilitate and enhance the learning experience. MonsoonSIM stands out as a notable simulation-based experiential learning platform, encompassing a wide spectrum of business processes. This study aims to investigate the effectiveness of simulation-based learning in Malaysia higher education institution, with a specific focus on utilizing MonsoonSIM to bolster students' knowledge and skills.

Design/methodology/approach - To gather empirical evidence, an online survey questionnaire was methodically distributed to 254 students enrolled in Malaysian higher education institutions, employing purposive sampling techniques. A total of 114 valid responses were collected and subjected to rigorous analysis using SmartPLS4, leveraging the partial least squares structural equation modelling methodology.

Findings - The outcomes of this investigation shed light on the positive influence of marketing management knowledge on the effectiveness of simulation-based learning. However, it was observed that problem-solving and critical thinking skills, financial management, and production management knowledge did not exhibit a statistically significant impact on the effectiveness of simulation-based learning.

Originality/value - This study contributes to the existing body of knowledge by offering valuable insights into how students engage with and derive learning outcomes from simulation-based educational tools. The findings underscore the pivotal role of integrating simulation-based learning into the broader pedagogical framework to enhance the overall learning experience.

Keywords - experiential learning, simulation-based learning, learning approach, MonsoonSIM.

Paper type - Research paper

1. Introduction

Within the realm of business studies, the formidable task of preparing students for the dynamic and demanding business landscape is a paramount concern. Higher education institutions (HEIs) are mandated to equip students with the requisite knowledge and competencies for success. Traditional pedagogical approaches such as lectures, discussions, case studies, projects, and presentations have long been the cornerstone of higher education. However, the pervasive influence of digital technology and information and communication technologies has compelled HEIs to integrate technology-enhanced learning methods, notably simulation-based learning (SBL) (Romero-Martín *et al.*, 2017). Simulation is a tool that simulates a company where a group of participants have to work collectively in a team to make decision while having another team acting as competitors (Schmuck, 2021).

The integration of simulation into the curriculum is a pivotal strategy for preparing students to navigate the intricacies of the actual business environment. It empowers students with the autonomy to experiment with decisions and choices, allowing them to witness firsthand the impact on an