



Alternative Management at Work: the CNAM Initiative

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Abstract

Various videogames are devoted to managerial decision making, from a public or a corporate angle ("Sim City", "Capitalism", "Multinational"...). For the player is typically invited to apply traditional business school recipes, these games convey all the flaws of today's management education, namely a short-term vision, Western cultural biases, dubious performance criteria and a strong flavor of neoclassical economic ideology.

A handful of games propose alternative approaches, but with a narrower focus (e.g. ethical decision-making, cooperative behavior, environmental consciousness...). To date, there is no comprehensive alternative to the traditional management games, and it is this gap that the French Conservatory of Arts and Craft (Cnam) has undertaken to fill.

The Cnam is France's largest university and, with 150 locations in over 50 countries, it is also a global actor of distance learning. Its longstanding tradition of social innovation goes back to the French revolution and makes it a natural place to challenge traditional management education. Our objective is to achieve an "open" online videogame coupled with a social network devoted to alternative management techniques and values. It is intended to become part of the curriculum of several partner institutions throughout the world. In addition to its educational purpose, this videogame is also intended to be a research tool, for it should enable a massive collection of data worldwide. Accordingly, it may eventually be used in connection with comparative studies, e.g. on the cultural determinants of decision biases, or to document the debate on the alleged universalism of the neoclassical mythology, from the invisible hand to game theory...

The purpose of this presentation is to explain the pedagogical and scientific ambitions of this work in progress and to discuss with the participants our current dilemmas and options.