

Presenters



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The

CHALLENGE

Winner of the 2007 Strickler Innovation in Instruction Award



Pedagogical Underpinnings of the Challenge

Gaming as an Infrastructure for Experiential Learning

How the



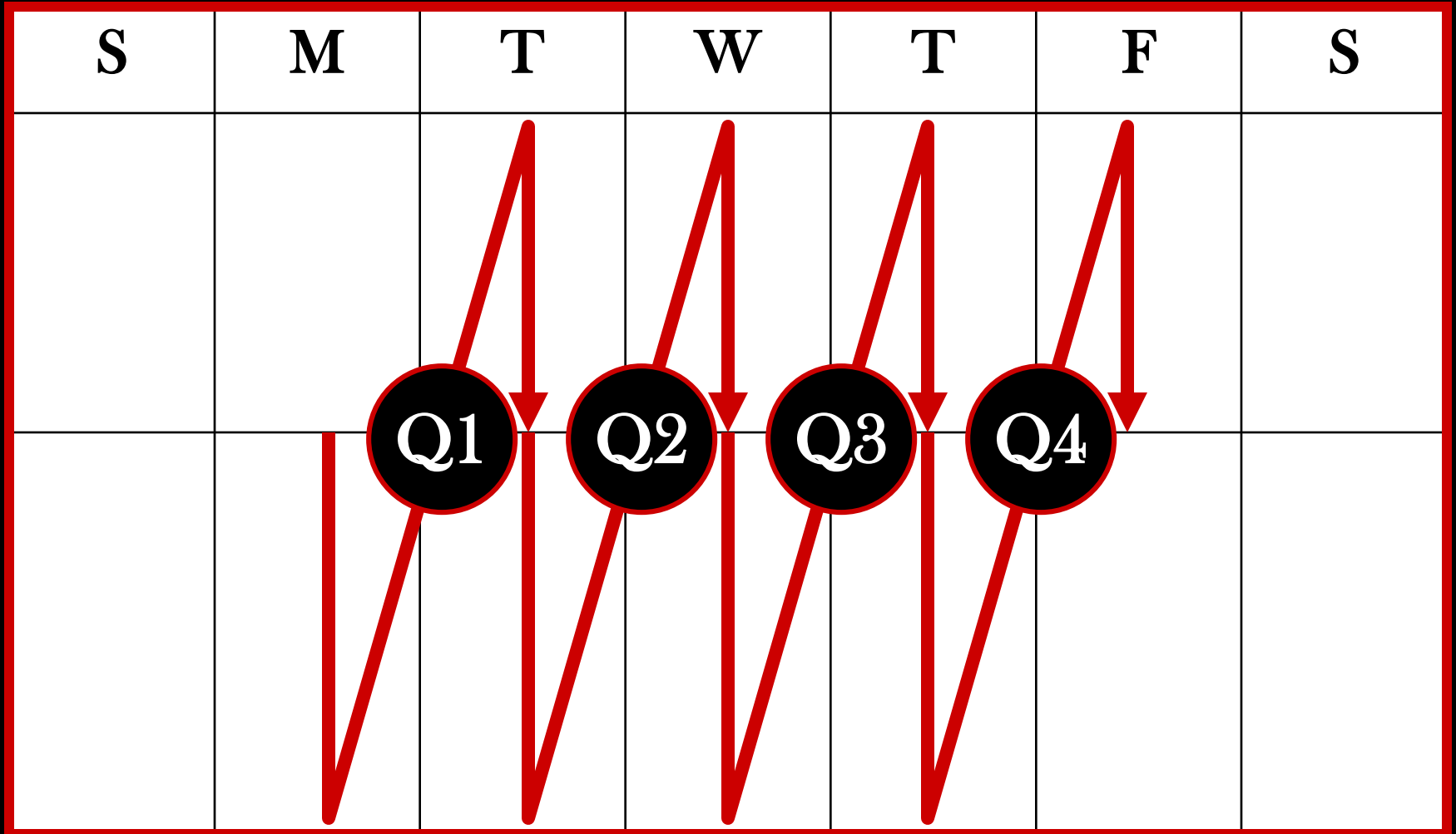
REDBIRD
RISK MANAGEMENT
CHALLENGE

is played

The Basics

- Corporate Model
- Competitive Marketplace
- Student-teams assume the roles of chief risk officers
- Team-goal is to mitigate the negative effects of potential losses while generating revenues
- Success is defined by the creation of owner equity

The Competition

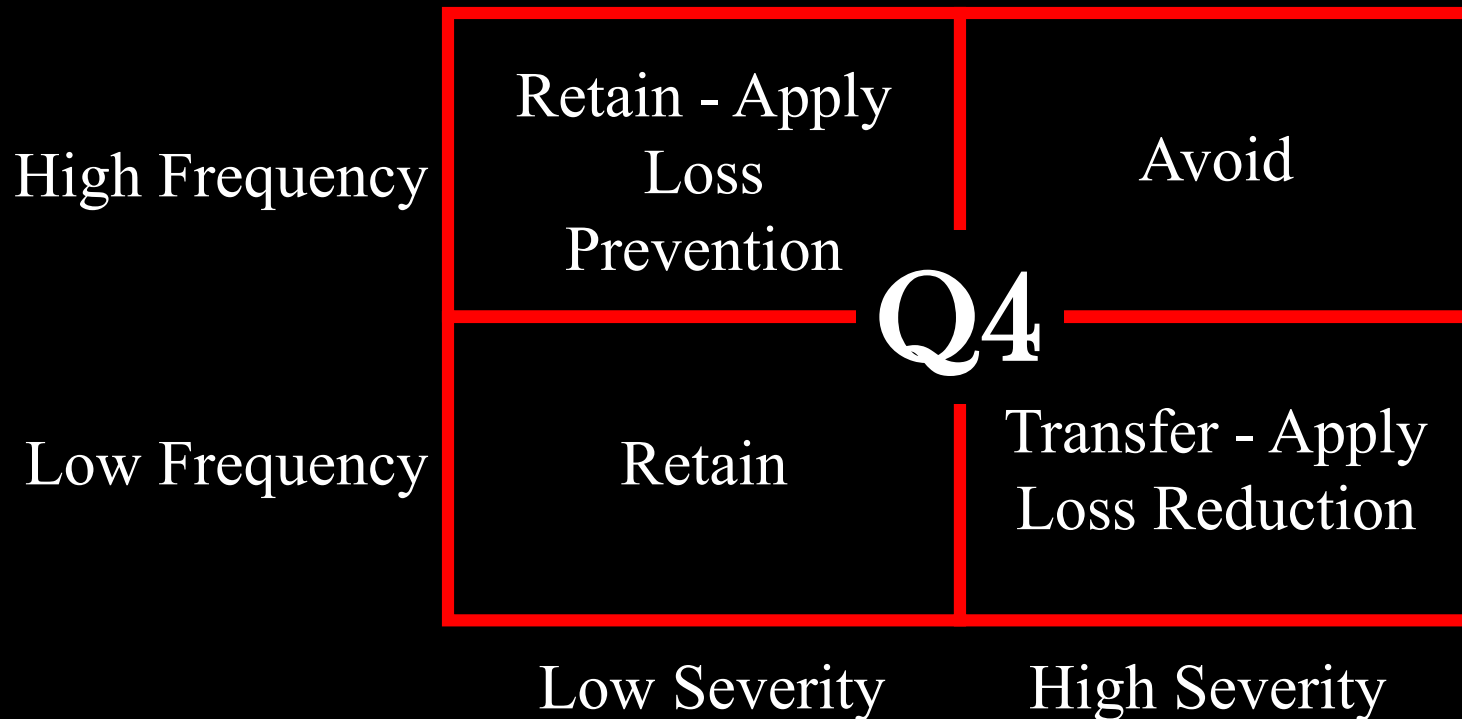


The Task Presented to the Teams

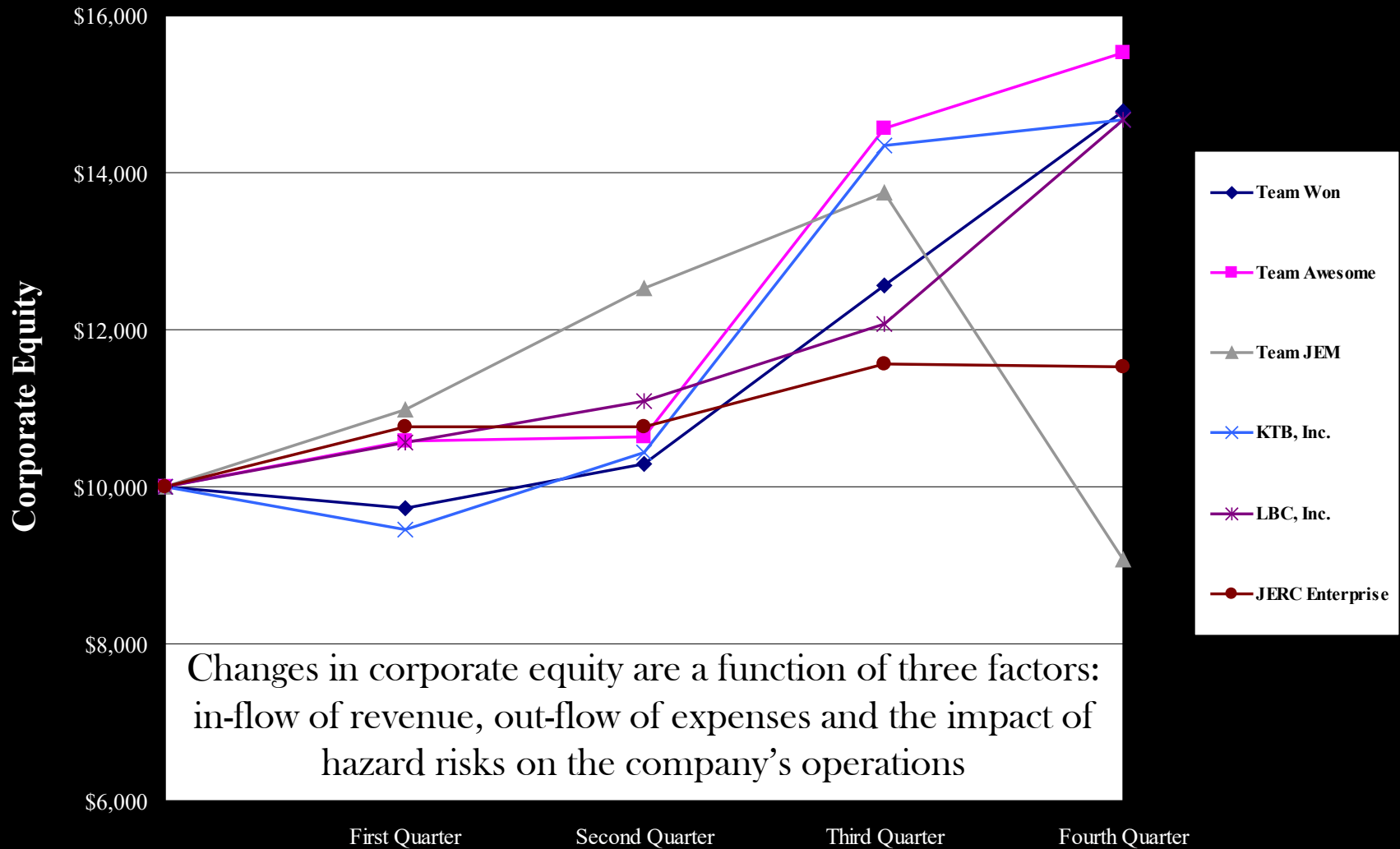
- It is each team's responsibility to assess the nature of the risk their corporation faces for each quarter and implement the appropriate risk management strategies
- Environmental risk is defined by two parameters: loss frequency and loss severity
- The Matrix guides them in making rational decisions



The *Risk Management* Matrix



Fourth Quarter Results



Games within the Game



The

REDBIRD

RISK MANAGEMENT

CHALLENGE