

***Teaching Tip***  
**An Introduction to the Business Game “Flowers for the World”**

**Trevor T. Moores**

Paul H. Chook Department of Information Systems & Statistics  
Baruch College, City University of New York  
New York, NY 10010, USA  
trevor.moores@baruch.cuny.edu

**ABSTRACT**

The aim of this paper is to provide sufficient detail that other members of the IS community can incorporate the business game “Flowers for the World” (or FFTW for short) into their IS teaching portfolio. The game promotes experiential (active) learning and has been used to support discussions or project work in such diverse subjects as analysis and design, database development, and advanced programming, as well as Masters-level courses on the strategic use of information systems. Examples of how experiences from the game can be used to support later learning and discussion is provided.

**Keywords:** Business game, Experiential learning & education, Simulation, Game-based learning