

History of the course

1999. It's a hot June day in Las Cruces, New Mexico. Darl Kolb, Joline Francoeur, and Peter Smith are presenting to OBTC—the Organizational Behavior Teaching Conference—their first results from teaching with MikesBikes. The presentation, like the course itself, is a great hit with the audience (of mainly American academics).

Back then, the course was called *Management Theory and Practice*. It's gone through a few name changes since then, but the basic approach has not changed: try to form the best possible teams, and have the teams compete in a business simulation. Then foster double-loop learning by having the team members (and sometimes the teams) reflect on their experiences.

Of course, the perennial historical question asked by teams running Mike's Bikes firms is "How have teams done in the past?" This is an attempt to answer that question. So, in chronological order here are the winning teams' SHV.

Hall of fame

Year	Semester	Team	SHV
2019	S2	???	???
2019	S1	Five Rides	\$378.38
2018	SS	Road Rascals	\$186.36
2017	SC	Superior Cycles	\$337.77
2016	SC	Bikes with Friends	\$109.76
2015	SC	Dumplings	\$314.56
2014	SC	The Racing Bike Company	\$151.65
2013	SC	Cycology	\$302.13
2012	SC	The Collective	\$208.01
2011	FC	Cerious	\$350.00
2010	FC	Squadalla	\$164.00
2009	FC	Bio Bikes	\$263.66
2008	SC	Velocity	\$189.98
2008	FC	Pista Bikes, Ltd	\$365.49
2007	SC	Velo	\$147.98
2007	FC	Barracuda Bikes	\$170.14
2006	SC	Mercurial Ltd	\$355.14
2006	FC	FAST BIKES	\$299.36
2005	SC	Luchtaine/OCP	Shared
2005	FC	Critical Mass	\$527.00
2004	SC	Balistique Bikes	\$216.82
2004	FC	Performance Bikes	\$209.94
2003	FC	Pedlin Style	\$440.47
2003	SC	Impact Bikes	\$150.38
2002	FS	Spike's Bikes	\$269.81
2001	FC	bikes.com	\$415.22
2000	FC	Bikes 4 Fun	\$344.65
1999	FC	Bounty Hunters Federation	\$208.34

Typically, we've always held the number of shares constant at 2,000,000. Otherwise, the top firms just buy their own shares to drive up the share price. What really matters is the value of the firm—its capitalization—but somehow, share price seems to be more motivating.

