

Business Game: Managing your growth

EM165M16A1

Programme

PGE
visitors

UE

Business Game: Managing your growth

Semestre

A

Discipline

Strategy

Volume horaire

27 H

Nombre de places

30

Ouvert aux visiteurs

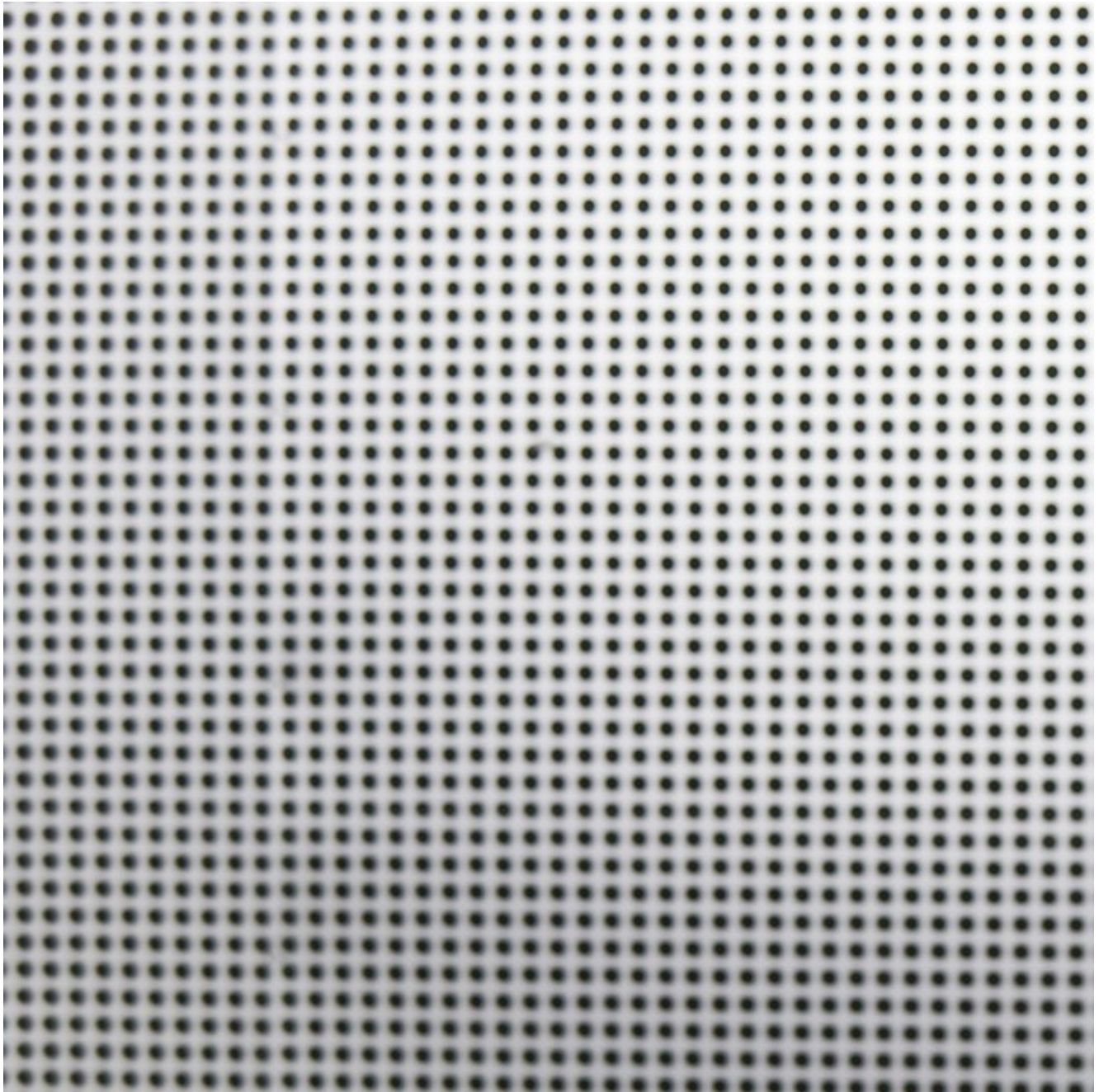
Oui

Langue

EN

Responsable

Pierre-François LELAURAIN



Liste des intervenants

Intervenant(s)	Email	Volume horaire CM
Pierre-François LELAURAIN	pierre-francois.lelaurain@em-strasbourg.eu	27 h

Contribution pédagogique du cours au programme

Développer un management à impact grâce aux connaissances et aux outils les plus récents dans les domaines du management

Developing a strategic and managerial vision in a complex, uncertain and changing environment

Design solutions adapted to organizational problems by applying relevant methodologies

Développer des compétences managériales de niveau avancé se traduisant par un leadership responsable

Co-build a managerial and organizational culture through collaborations and team projects

Effectively argue his ideas orally and in writing with a professional posture

Pratiquer un management à impact dans un environnement multiculturel et international, porté par un "European mindset"

Communicate in a professional context in (foreign) languages, in writing and/or orally

Formulate solutions to organizational challenges in a multicultural and international context, driven by a "European mindset"

Descriptif

This lecture is based on a business game simulation that is learner centered and emphasizes an active role of the participants.

Learners in a team will have to take decisions in a competitive environment to develop the company they are running in interaction with the lecturer.

This game is designed to put Business Management concepts and mechanisms into practice as concretely as possible within a competitive context, immersing the learners in an environment that recreates "the real world" and that lets them see the effects of their decisions immediately.

During this simulation, the learners in interaction with their lecturer will improve and deepen:

- * their knowledge in the management of a company (finance, marketing, human resources management) and how to deal with the growth of a firm by experiences immediately the consequences of their decisions,
- * their soft skills in decision making, critical thinking and teamwork.

Organisation pédagogique

Face-to-face

- Lectures
- Tutorials

In group

- Exercises
- Case studies/texts

Interaction

- Games (educational, role play, simulation)

Others

Aucun élément de cette liste n'a été coché.

Objectifs pédagogiques

Cognitive domain

A l'issue du cours, l'étudiant(e) devrait être capable de / d'...

- - (niv. 4) diagnose the strategic situation in which their company is
 - - (niv. 5) validate their decision making tool in interaction with their lecturer
 - - (niv. 6) budget their decisions regarding their marketing strategy
-

Affective domain

A l'issue du cours, l'étudiant(e) devrait être capable de / d'...

- - (niv. 3) argue their decisions
 - - (niv. 3) share with their team
 - - (niv. 4) organize their decision making process
 - - (niv. 4) integrate the point of view of all team members
-

Objectifs de développement durable abordés

ODD n°4 - Quality education

ODD n°8 - Decent work and economic growth

ODD n°9 - Industry, innovation and infrastructure

Plan / Sommaire

The detailed outlines are available on moodle at "Business Simulation : Managing your Growth 2021" by Mr. LELAURAIN

The course is divided in lectures of 4 hours so that learners have time to prepare and take their decisions.

Prérequis nécessaires

Connaissances en / Notions clés à maîtriser

Basic notions in management (Marketing, finance, strategy...)

Basic knowledge in Excel or Google Sheets

Supports pédagogiques

Mandatory tools for the course

- Computer
- Reference manuals

Documents in all formats

- Photocopies
- Worksheets

Moodle platform

- Upload of class documents

Software

- Other :

Additional electronic platforms

Aucun élément de cette liste n'a été coché.

Bibliographie recommandée

Ouvrages principaux

Use of the Dupont model for instance : DUPONT ANALYSIS-A TOOL OF FINANCIAL PERFORMANCE ANALYSIS _ M Ram, RK Chouhan - Indian Journal of Business Administration, 2020

Littérature complémentaire

Aucun ouvrage n'a été renseigné.

Travaux de recherche de l'EM : Veillez à mobiliser au moins une ressource

Peuvent être renseignés les manuels coordonnés, les traductions de manuel, les études de cas traduites etc...
Working paper Roth et Lelaurain - "La croissance des entreprises japonaise"

Modalités d'évaluation

Liste des modalités d'évaluation

Evaluation intermédiaire / contrôle continu 1Dernière séance

Ecrite / en groupe / Anglais / pondération : 30 %

Précisions : This assessment is based on the performance of your firm after 4 decisions and your effective participation Nothing special to do except improving your decisions based on the ongoing results of your firm.

Evaluation intermédiaire / contrôle continu 2Autre (date, contrôle surprise...) : TBD

Ecrite / individuelle / Anglais / pondération : 30 %

Précisions : This individual assessment is based on your investment in the business simulation and a short essay in which you will propose individually your recommendations for the future of your company and your feedback on what you learned during the simulation (a kind of what if ? too...;).

Evaluation finaleAutre (date, contrôle surprise...) : One week after the last session

Ecrite / en groupe / Anglais / pondération : 40 %

Précisions : This final assessment is a final report in which you explain to "your shareholders" the performance of your company. This report will follow the plan proposed by your lecturer