

Business Game: Managing your growth

EM165M16A1

Program

PGE
Visitants

UE

Business Game: Managing your growth

Semester

A

Discipline

Strategy

Contact hours

27 H

Number of spots

30

ECTS

5

Open to visitors

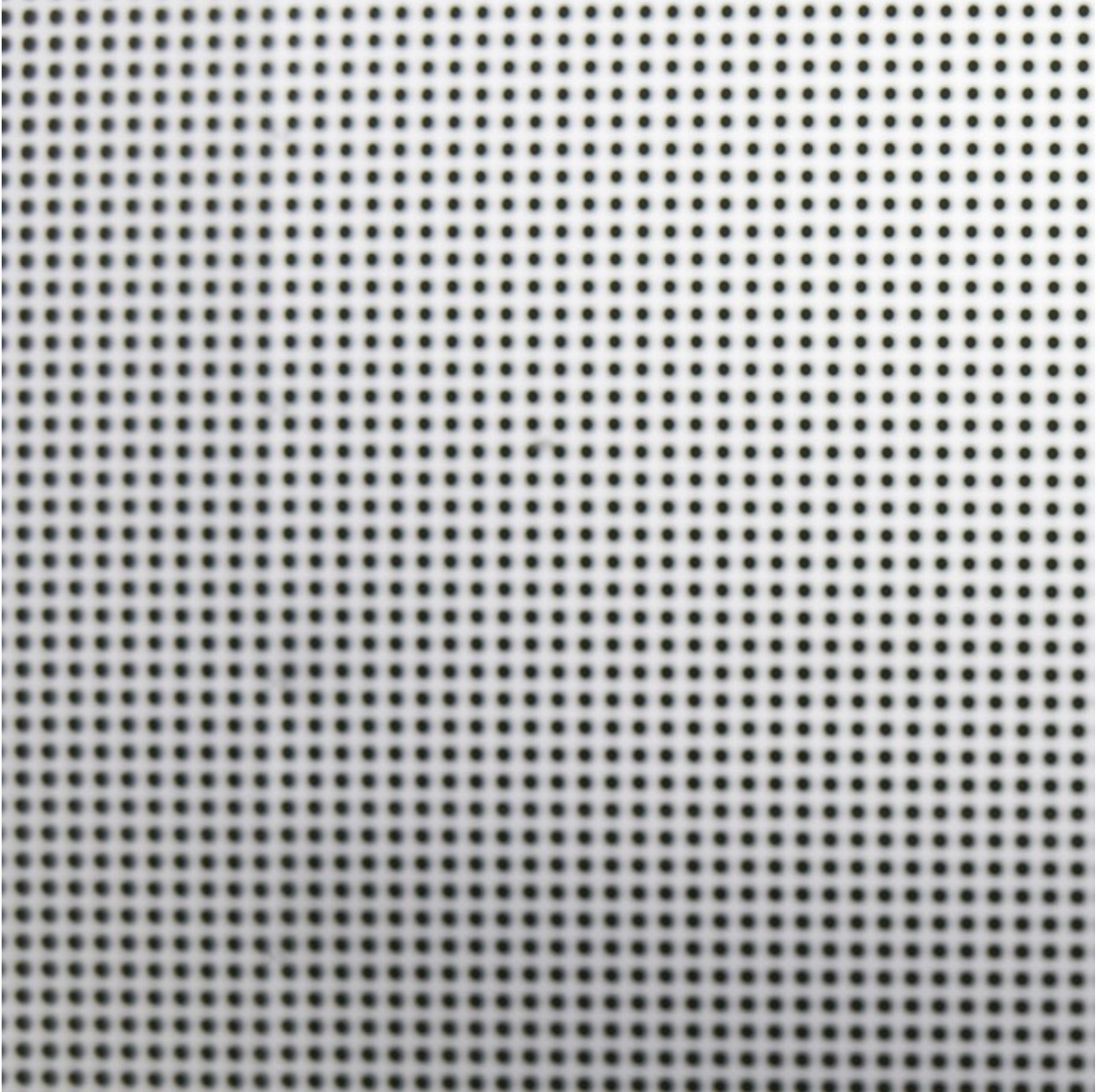
Yes

Language



Coordinator

Pierre-François LELAURAIN



List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Pierre-François LELAURAIN	pierre-francois.lelaurain@em-strasbourg.eu	27 h

Pedagogical contribution of the course to the program

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"

Description

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.
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Teaching methods

Face-to-face

- Lectures
- Tutorials

In group

- Exercises
- Case studies/texts

Interaction

- Games (educational, role play, simulation)

Others

No items in this list have been checked.

Learning objectives

Cognitive domain

Upon completion of this course, students should be able to

- - (level 2) **interact** with their team
 - - (level 4) **diagnose** the strategic situation in which their company is
 - - (level 6) **develop** their decision making tool in interaction with their lecturer
 - - (level 6) **budget** their decisions regarding their marketing strategy
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Affective domain

Upon completion of this course, students should be able to

- - (level 3) **argue** their decisions
 - - (level 4) **organize** their decision making process
 - - (level 4) **integrate** the point of view of all team members
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Outline

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.

No prerequisite has been provided

Knowledge in / Key concepts to master

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

Basic knowledge in Excel or Google Sheets

Teaching material

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

No items in this list have been checked.

Recommended reading

Main reading material

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

Additional literature

No reading material has been provided.

EM Research: Be sure to mobilize at least one resource

Textbooks, case studies, translated material, etc. can be entered
Working paper Roth et Lelaurain - "La croissance des entreprises japonaise"

Assessment

List of assessment methods

Intermediate assessment / continuous assessment 1 Last class

Written / Group / English / Weight : 30 %

Details : 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.

Intermediate assessment / continuous assessment 2 Other (date, pop quiz, etc.) : TBD

Written / Individual / English / Weight : 30 %

Details : 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...;).

Final evaluation Other (date, pop quiz, etc.) : One week after the last session

Written / Group / English / Weight : 40 %

Details : 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