

ERA1072 Business Game

5 ECTS

Objective & Course description

Strategy & International Business Management Simulation (Cesim global challenge)

Cesim Global Challenge improves the learners' understanding and capabilities of running global business operations of a firm in a dynamic, competitive environment.

Focus: Strategic management, international business, business policy.

Used in: Strategy, international business, and capstone courses at advanced undergraduate and graduate levels. Executive MBA programs and in-house corporate trainings.

Learning content

Technology-based product road maps and global market and production strategies. A range of concepts from various management-related disciplines: economic, political, financial, human resources, accounting, procurement, production, logistics, research and innovation, and marketing.

Key success factors:

Success is measured and compared by both operational and financial key indicators. The ultimate indicator in the simulation is the return to the shareholders, which consolidates all the key success factors into one measurable criterion that can be used to compare the performance of each team.

Learning outcome

Better understanding of the complexity of global business operations in a dynamic competitive environment. Comprehension of each of the management-related disciplines and the financial implications of the strategic and operational decisions. Invaluable experiences in teamwork and problem solving.

Methodology

Case scenario:

Participants manage a global technology company through technological and market evolution. They operate in three global regions with different customer preferences, growth rates, currencies, taxes, and tariffs. Four different technology generations evolve during the simulation rounds.

Participant tasks:

Learners plan and implement global demand-supply strategy for three markets and two production areas, including in-house and contract manufacturing network. Research and development for new technologies and product features forms the backbone for their long-term strategy and product life-cycle management. They will manage international taxation through transfer pricing and control

liquidity and capital structure. Optionally, they can also manage corporate social responsibility and human resources for research and development.

Learning material

Student's laptop PC (to access online business simulation game in classroom)

Personal notes during courses and coachings

Evaluation

100% Continuous assessment in the first four months Regular questioning during face-to-face lessons