

Business Game: Managing your growth (EM165M16)

Program	PGE
Module / ECTS / Path / Specialisation	Module :Business Game: Managing your growth : 5 ECTS. <ul style="list-style-type: none">• Visitants
Discipline	Strategy
Year	2019
Semester	A
Open for visitors	yes (5 ECTS)
Available places	30

Coordinator

Pierre-François LELAURAIN

Lecturers

Instructor	Population	Email
Pierre-François LELAURAIN	Population	pierre-francois.lelaurain@em-strasbourg.eu

Course format

Working language :	English
Volume of contact hours :	27 h
Workload to be expected by the student :	108 h

Course track

Track : Attendance

"Attendance" track :

Attendance at lecture / tutorial classes and intermediate / final exams is mandatory. As evaluation of in class work constitutes an essential element of grading, any absence will be penalized and is taken into account for grading purposes (see academic rules and regulations).

"Autonomous" track :

Attendance at intermediate / final exams is mandatory, but students are free to attend lecture / tutorial classes.

For all Master programs and all other programs realized in the form of dual internships (apprentissage), attendance at lecture / tutorial classes and intermediate / final exams is entirely mandatory. Therefore, only the "Attendance" track can be selected.

Contribution of the course to the educational objectives of the programme

How the course contributes to the programme :

Description

This simulation game, designed to put Business Management concepts and mechanisms into practice as concretely as possible within a competitive context. Students in a team of 3 to 5 will be actively involved in the development of the firm they manage. For each period, each team will have to:

- Determine your mid-term strategy, based on an analysis of the situation of the company
- analyse its company's situation (accounts, studies, etc.);
- adapt its strategy to the situation;
- make operational decisions (finance, marketing, etc.) and report them on the decision form.

The programme will allocate market shares and produce each company's final situation; this situation will become the starting point of the next period

Educational organisation

In class

Tutorials

In groups

Exercises

Case studies/texts

Interaction

Games (educational, role play, simulation)

Assignments

Readings

Text study

Learning outcomes

Upon completion of this course, students should be able to :

- **Use** their knowledge in management
- **Model** their decision making process
- **Synthesize** the analyse of different fields of management
- **Evaluate** the impact of their decisions on the firm development

Outline

Prerequisites

Key concepts to understand :

Teaching material

Recommended reading

Major works :

Further reading :

Research works by EM Strasbourg :

Assessment

Intermediate evaluation / continuous assessment 1 : last session

written + oral / individual / English / weighting : 30%

additional information : Attendance and participation in the work during the classroom

Final assessment : last session

written + oral / in group / English / weighting : 40%

additional information : Results in the art of managing your company

Final assessment : last session

written / in group / English / weighting : 30%

additional information : Writing a report for the shareholders

Grounds for expulsion from classes

Such behaviors as...

arriving late, leaving early or unannounced leaving of the classroom during class time

disruptive eating or drinking in class

using smartphones and laptops for non class-related purposes

reading non class-related documents

chatting on non class-related issues

showing disrespect towards lecturers

... may lead to expulsion from classes.