

Strategic Decisions in Marketing (Business Game) (EM1F4M54)

Program	PGE
Course set (UE) / Credits (ECTS) / Track / Specialization	Module :Strategic Decisions in Marketing (Business Game) : 5 ECTS. <ul style="list-style-type: none">• BEM Bachelor in European Management• PGE 2A - English track
Discipline	
Year	2020
Semester	B
Open for visitors	yes (5 ECTS)
Available spots	40

Coordinator

Claude CHAILAN

Coordinator

Raficka HELLAL-GUENDOZI

Lecturers

Instructor	Population	Email
Claude CHAILAN		chailan@unistra.fr
Raficka HELLAL-GUENDOZI		raficka.hellal-guendouzi@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

<p>Attendance track : Attendance at lectures/tutorials and intermediate/final assessments is mandatory. As in-class work constitutes an essential element of evaluation, any unjustified absence will be penalized (<i>see Study and Examination Regulations</i>) and factored into the final grade (<i>see Assessment</i>).</p> <p>Autonomous track : Attendance at intermediate/final assessments is mandatory, but students have the option of attending lectures/tutorials.</p> <p>Attendance at lectures/tutorials and intermediate/final assessments is mandatory for all degrees making up the Master's Program and all degrees involving co-op (<i>apprentissage</i>). Attendance track must therefore be selected.</p>

Contribution of the course to the educational objectives of the program

How the course contributes to the program :

BEM Bachelor in European Management

PGE 2A - English track

Description

Educational organisation

Learning outcomes

Outline

Outline

Prerequisites

Key concepts to understand :

Teaching material

Recommended reading

Major works :

Further reading :

Research works by EM Strasbourg :

Assessment

Grounds for expulsion from classes

Behaviors such as

arriving late, leaving early, or exiting the classroom at inopportune moments during class

ostentatiously eating or drinking in class

using smartphones or laptops for non-class-related purposes

reading texts unrelated to the course

discussing topics unrelated to the course

disrespecting the lecturer

may lead to expulsion from the class/course.