

Syllabus

Behavioral and Digital Economics for Effective Management (BDEEM)

Course title	Business Game
Teacher	Kenza REGRAGUI
shared course	<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes, with
Hourly volume	35HTD
Evaluation methods	Quiz and professional report
Simulation method	<p>The simulation is completely web based. There is no need to install any separate applications and the simulation can be accessed from any computer that has an internet connection.</p> <p>All teams are starting from exactly the same position, with similar market shares and profits. Equality, teams will face the same market conditions during the simulation.</p> <p>Teams compete against other teams in their own market, not against a computer. The decisions of each teams influences the other teams' results and the market development overall.</p>
Course summary	<p>The business game simulation improves the learners' understanding and capabilities of running global business operations of a firm in a dynamic, competitive environment.</p> <p>Participants 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 control liquidity and capital structure. Optionally, they can also manage corporate</p>

	social responsibility and human resources for research and development.
Course knowledges	<p>The objective is to better understanding of the complexity of global business operations in a dynamic competitive environment.</p> <p>To increase the participants' awareness of the complexity of operating an international company from a strategic and general management perspective.</p> <p>To develop capacities in identifying & analyzing key environmental and organizational variables that may influence an organization's performance within and across markets, and how these variables may influence the organization.</p> <p>To enhance fact based analytical decision making and crystallize the financial implications of business decisions by linking the decisions to cash flows and bottom line performance.</p> <p>To give students practical experiences in teamwork and problem solving and excite competitive spirits in a dynamically evolving marketplace.</p>
Skills	The business game simulation integrates a range of concepts from various management-related disciplines: economic, political, financial, human resources, accounting, procurement, production, logistics, research and innovation, and marketing., research & innovation and marketing.