MASTER BDEEM | COURSE SYLLABUS

Business Game

Immersive strategy, analytics and team-based decision-making

MASTER BDEEM
Behavioral and Digital Economics for Effective Management

PROGRAMME	SEMESTER	CREDITS	CONTACT HOURS
Master 1	Semester 1	3 ECTS	35h Project week

Course Description

This intensive business simulation places students in the role of a management team responsible for steering a company in a dynamic and competitive market. Participants make interconnected decisions across strategy, marketing, finance, operations, human resources and data analysis, then observe their consequences over successive simulation rounds.

The module bridges academic knowledge and managerial action. Students interpret market and performance data, allocate scarce resources, manage uncertainty and align short-term choices with a coherent long-term strategy. The experience develops business judgement, collaboration and the ability to learn rapidly from results, competitors and changing market conditions.

Learning Outcomes

- Integrate strategic, financial, marketing and operational perspectives in managerial decisions.
- Interpret business and market data to identify priorities, risks and opportunities.
- Build, implement and adapt a coherent competitive strategy under uncertainty.
- Evaluate the financial and operational consequences of interconnected decisions.
- Collaborate effectively, allocate responsibilities and resolve disagreements within a team.
- Communicate decisions, assumptions and performance outcomes clearly and persuasively.
- Convert feedback and results into improved managerial action.

Indicative Content

1. **Strategic diagnosis**: market positioning, customer segments, competitors and sources of advantage.
2. **Integrated decisions**: pricing, investment, production, staffing, financing and resource allocation.
3. **Data-driven steering**: KPIs, forecasts, dashboards, scenario analysis and performance review.
4. **Competitive dynamics**: rival responses, market evolution, uncertainty and strategic adaptation.
5. **Team governance**: role allocation, coordination, negotiation and decision protocols.
6. **Executive communication**: strategy pitch, results analysis and lessons learned.

Teaching & Learning Approach

Students work in teams throughout an intensive simulation. Each round combines analysis, decision submission, market feedback and structured review. Faculty facilitation, peer comparison and debriefing connect outcomes with management concepts and support continuous improvement.

Assessment

Team-based business simulation and competitive performance