MASTER BDEEM | COURSE SYLLABUS

Entrepreneurship Business Game

A realistic simulation of executive management and value creation

MASTER BDEEM

Behavioral and Digital Economics for Effective Management

PROGRAMME	SEMESTER	CREDITS	CONTACT HOURS
Master 2	**Semester 1**	**2 ECTS**	**16h Lectures**

Course Description

The COMPIT Game places participants in the highly realistic situation of an executive responsible for the entire process from design to production. This involves close coordination with suppliers across various domains, including R&D, logistics, quality, purchasing, and procurement.

Throughout the simulation, participants are tasked with several core objectives: improving product competitiveness, creating value in conjunction with suppliers, controlling operational risks, and effectively managing supplier resources to achieve strategic goals.

This course is shared with Master 1 eachat

Learning Outcomes

- Apply theoretical concepts from purchasing courses to realistic scenarios.
- Manage supplier resources and mitigate operational risks effectively.
- Improve product competitiveness and create value in conjunction with suppliers.
- Work effectively and collaboratively in team-based environments.
- Present strategic work and decisions professionally, both orally and in writing.

Indicative Content

1. **Executive Simulation**: Overview of the COMPIT Game and executive responsibilities.
2. **Supplier Relations**: Coordinating R&D, logistics, quality, purchasing, and procurement.
3. **Value Creation**: Strategies to enhance product competitiveness.
4. **Risk Management**: Identifying and controlling operational and supply chain risks.
5. **Resource Allocation**: Managing and optimizing supplier resources.

Teaching & Learning Approach

This course employs an immersive, experiential approach through the COMPIT Game. Students are placed in a realistic business simulation where they must collaborate in teams and make executive decisions. This hands-on format effectively bridges theoretical purchasing concepts with practical, real-world application.

Assessment

Business Games (In Group)