

Business Games (21878)

Titulació/estudi / Degrees: Management / International Business Economics / Economics / Business Administration // **ADE, ECON, CC. EMPRESARIALS, IBE,**

Curs / Academic Year: 3rd/4th

Trimestre / Term: 3rd

Nombre de crèdits ECTS / ECTS Credits: 5

Hores dedicació estudiant / Student dedication: 125 h

Llengua o llengües de la docència / Teaching language: English

Professorat / Instructors: Joaquin Tena, Susana Domingo

Timetable: Thursday 1700 – 1830, Friday 1700 - 1830; Seminars: Monday: 1230 – 1400 and 1400 - 1530

Classroom: As planned

1. Presentation of the course

Business Game is a practical course which simulates a global environment of business competition. Working in teams, students become active participants in the management of a company. The teacher sets up the simulation by explaining the rules of the business game in which a computer model is used.

Business simulations are effective because they obtain the maximum participation of students. During these practical sessions, students will have the opportunity to apply their business knowledge.

The simulation will allow students to use their acquired knowledge of Strategic management, International Business, Marketing Management, Human Resources, Logistics, Accounting and Finance. Furthermore, the simulation will allow the development of useful behavioral skills such as: teamwork, leadership, negotiation and communication. Finally, the simulation will allow students to improve their skills in areas such as analyzing business situations, ability to synthesize, decision making and taking a long-term approach.

2. Competences to be achieved in the course

- G1. Problem solving
- G2. written and verbal communication
- G3 . capacity for analysis and synthesis of information
- G4. ethical commitment
- G5. team working
- G6. motivation for quality
- G7 .capacity for autonomous work
- E11. assessment of private companies and unions

E17. data and socioeconomic indicators analysis

E19. transfer and apply knowledge into practice

3. Contents

You will find below a brief description of the contents of each block:

- Block contents 1. Introduction to simulation methodology and relevant content matter
- Block contents 2. Methodology and operational functioning of the software.
- Block contents 3. Simulation results analysis.
- Block contents 4. Decision making and negotiation.
- Block contents 5. Review of the contents of the functional areas: purchasing, human resources, production
- Block contents 6. Review of the contents of the functional areas: marketing, finance, logistics

4. Assessment

4.1. Evaluation system

- Type of assessment: compulsory, continuous.
- Time period: duration of course
- Type of activity: synthesis and implementation.
- Grouping: individual and groups.
- Weighting
 - Simulation assimilation test 15%
 - Class attendance, active participation, situation reports 20 %
 - Company results (Ranking) 35%
 - Results Presentation & Final Report
(to be handed in on the last day of teaching) 30 %

4.2. Recovery process.

There is no recovery process in this course.

5. Bibliography and teaching resources

5.1. Basic bibliography

- 2jt Business Simulation Tutorials – see Teaching resources:
<http://www.2jt.es/index.php?id=70&L=1>.
- 2jt simulation handbook.

Supplementary bibliography

- Literature related to Finance, Marketing, Strategic management, Human resources, Production, etc.

Teaching resources:

- <http://www.2jt.es/>

6. Methodology

The methodology is essentially student-centered. Students must therefore assume an active and participatory role from the beginning of the course to the end.

This business simulation was designed for the education and training of managers and gives participants the opportunity to view a company from a top management position. During this process, students will use their all their skills and judgement to take decisions, compete and collaborate.

7. Schedule

During the sessions the students will work in groups. The test is taken individually.

Week	Activity in the classroom Grouping/type of activity	Activity outside the classroom Grouping/type of activity
Week 1	Session 1: Course presentation Session 2: Business Game introduction.	Study handbook of the simulation, listen to the tutorials Review materials from finance, marketing....
Week 2	Session 1: Review purchase, human resources and production decisions Session 2: Review logistic, marketing and finance decisions.	Study handbook of the simulation, listen to the tutorials Review material from finance, marketing....
Week 3	Session 1: Knowledge test of the simulation. Definition of initial strategy of the company Session 2: Decisions turn 1	Study handbook of the simulation, listen to the tutorials Review materials from finance, marketing....
Week 4	Session 1: Decisions turn 2. Session 2: Decisions turn 3.	Review status reports from the company and its environment
Week 5	Session 1: Decisions turn 4 Session 2: Decisions turn 5.	Review status reports from the company and its environment.
Week 6	Session 1: Decisions turn 6 Session 2: Reflection session	Review status reports from the company and its environment
Week 7	Session 1 Decisions turn 7 Session 2: Decisions turn 8.	Review status reports from the company and its environment
Week 8	Session 1: Decisions turn 9 Session 2: Decisions turn 10	Review status reports from the company and its environment
Week 9	Session 1: Decisions turn 11 Session 2: Decisions turn 12	Review status reports from the company and its environment
Week 10	Session 1: Analysis of final results. Preparation of the final report. Session 2: Presentation of reports.	Preparation of the final report and presentation