

Number of ECTS : 3

Course Language: English

Faculty : MINCHENEAU MYRIAM

≡ COURSE DESCRIPTION

The students are placed in the position of leaders. Grouped into management teams, their mission will be to lead a virtual company in a competitive market. During 2.5 days the teams will have to define the best strategy to make their company the most profitable. They will also have to take up challenges as a team and in a given time.

≡ COURSE OBJECTIVES

This business game aims to put into practice all the lessons in management sciences (marketing, management, HR and commercial management). It makes it possible to highlight the different functions within the company, and to measure the impact of daily actions on its results: profitability, solvency, financial structure. The objective of this business game is also to condition students to adopt a vision of Manager with a global dimension of the company and not a set of functions that correspond to specific trades (Logistician / Financial ...)

≡ KEY CONCEPTS

Business strategy

Marketing mix

Accounting documents (balance sheet, income statement), projected documents (projected income statement, cash flow) and calculation of the full cost.

≡ LEARNING METHODS

The transversal vision of the company will be approached through a playful learning method thanks to a market simulator.

≡ EVALUATION

During the simulation game, each team will make decisions and carry out challenges in marketing, management and sales.

The score of each team is composed of:

50% of the business strategy (cumulative profits obtained at the end of the game)

40% challenges

10% economic culture quiz

≡ BIBLIOGRAPHY

Strategor Dunod

Marketing Management Kotler

Finance Vernimenn