

Number of ECTS credits : 3

Course language : English

Course leader : LEFIEVRE VALERIE

Speakers : MCDONAGH PAUL MURRELL , VYAS Hitesh

≡ COURSE DESCRIPTION

The course is based on a computerised business simulation, Jessie, focusing on the market strategy of organisations. It is played in teams (each company being represented by a group of 2 to 5 students), in sequential time (the game is played over a total of 8 to 9 periods) with a significant amount of analysis time devoted to each decision (2 hours) and an important explanatory role given to the facilitator. The game consists of managing a virtual business enterprise in order to maximise its profit. Achieving this objective requires mastering the competition (i.e. the other teams) and understanding the logic of the market, which is itself underpinned by many concepts from marketing theory: the concepts of life cycle, positioning, product differentiation, range management, etc. Priority has been given to the dynamics and relational aspects of decision making, which is therefore far from being a simple calculation of optimisation or detection of convergence zones, but refers more to game theory and microeconomics. The decisions taken (within a company and especially between companies) are made particularly interactive by the intervention of teams of bankers simulated by players and the existence of a stock market encouraging alliance strategies or offensive positions between teams.

≡ COURSE OBJECTIVES

The objective of the course is to summarize all the concepts of the marketing approach, from the market studies to the marketing plan, and to connect them with the other dimensions of the company (accounting, finance, HRM, etc.)

After following this class, you will be able to:

- Understand better the relation between marketing and strategy
- Evaluate the financial and accounting consequences of diverse commercial choices
- Define marketing actions
- Criticize marketing plans

≡ LEARNING OBJECTIVES

C4B learning goal	LG1 - Analysis
C4B learning objective	LO3 - Use cross-disciplinary approaches
Outcomes	Lev. 2 - Select appropriate disciplinary fields to resolve a problem / situation
C4B learning goal	LG5 - Cooperation
C4B learning objective	LO14 - Work effectively in a team
Outcomes	Lev. 2 - Contribute to the development of a collective production

≡ TACKLED CONCEPTS

- Market analysis
- Segmentation
- Positioning
- Differentiation
- Products portfolio
- Products range
- Marketing mix
- Elasticities

≡ LEARNING METHODS

The course will mainly consist in practical marketing decision making with the use of a computer simulation illustrating various situations that will be analysed with the help of the professor.

≡ EXPECTED WORK AND EVALUATION

Expected work

- Read the player's manual before the first session.
- Decision-making during the sessions.
- Various additional work specified by the teacher during the course (strategic plan, report to the shareholders...)

Continuous assessment (100%)

- Assessment of the LO3 competence "Adopt transversal approaches"
 - Assessment on the basis of the performance of the company managed by the student teams (60%)
 - Report (40%)
- Assessment of the LO14 competence "Working in a team"

≡ BIBLIOGRAPHY

User's manual

≡ EVALUATION METHODS

100 % : Continus Assessment

≡ SESSIONS

1

Presentation of the simulation, the game world - first decision making

SIMULATION/ SERIOUS GAMES : 02h00

Presentation of the game, evaluation methods.
Constitution of the teams
Making the first decision

2

Simulation of year 2

SIMULATION/ SERIOUS GAMES : 02h00

Commentary on the commercial and financial results of Year 1.
Year 2 simulation

3

Simulation of year 3

SIMULATION/ SERIOUS GAMES : 02h00

Commentary on Year 2 results
Year 3 simulation
Achievement of the projected income statement for year 3

4

Simulation of year 4

SIMULATION/ SERIOUS GAMES : 02h00

Commentary on the results of year 3
Year 4 simulation
Completion of the company's SWOT

5

Simulation of year 5

SIMULATION/ SERIOUS GAMES : 02h00

Commentary on year 4 results
Simulation of year 5
Production of the projected income statement for year 5

6

Simulation of year 6

SIMULATION/ SERIOUS GAMES : 02h00

Commentary on Year 5 results

Simulation of year 6

Completion of the BCG matrix of the company's products

7

Simulation of year 7

SIMULATION/ SERIOUS GAMES : 02h00

Commentary on Year 6 results

Simulation of year 7

Production of the income statement for year 7

8

Simulation of years 8 and 9

SIMULATION/ SERIOUS GAMES : 02h00

Quick decision making

Simulation of two years of operation
