S3STR402
BUSINESS SIMULATION

Number of ECTS credits : 3
Course language : Français , Anglais
Course responsible : DION Emmanuel
Teachers : DEBUCQUET Gervaise , DION Emmanuel , LEFIEVRE Valérie , MERDJI Mohamed , VYAS Hitesh

COURSE DESCRIPTION

The course relies on a computerised business game (Jessie), played by teams for a set number of round, which places place students in a situation very close to those they will encounter in actual firms: evaluation on performance, dependance on team competencies, ability to manage time, competition and stress. This approach of real business life by simulation trains participants to know how to behave more accurately and promptly when confronted with various management issues that may arise in their future.

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 GOALS

LO02 - Analysis : Analyse complex situations
LO04 - Action : Make proposals, take initiatives
LO08 - Entrepreneurship and Innovation : Take the initiative for projects
LO14 - Cooperation : Work effectively in a team
LO15 - Cooperation : Act with flexibility, adaptability and intellectual curiosity

TACKLED CONCEPTS

- Market analysis
- Segmentation
- Positionning
- 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.

ASSIGNMENTS

Reading of the manual before the first session. Practical decision making during sessions. Various additional works to be precised by the teacher during the course (strategic plan, presentation to shareholders,...)

BIBLIOGRAPHY

User's manual

EVALUATION METHODS

100 % : Contrôle continu

SESSIONS

1

General presentation of the simulation, discovery of the market, of the segmentation of the consumers.Discovery of the decision sheet. FAQ.Analysis of an example in an other universe. decision #1
LECTURE : 02h00

2

Analysis of the results of the first decision, results in marketing, shares of market, positioning of the product. Results in accounting and finance. Workgroup for the next decision. Decision #2
LECTURE : 02h00

3

Analysis of the results of the 2nd decision, results in marketing, shares of market, positioning of the product. Results in accounting and finance.Workgroup.Decision #3 with sheet of justifications
LECTURE : 02h00

4

Analysis of the results of the 3rd decision, results in marketing, shares of market, positioning of the product Decision #4 with accounting and financial forecasts. Preparation of a strategic plan.
LECTURE : 02h00

5

Analysis of the results of the 4th decision, results in marketing, shares of market, positioning of the products. Application of the plan. Decisions #5 and #6 and #7
LECTURE : 02h00

6

Analysis of the marketing and financial results of the 7th decision. Forecasting the results of the final decisions. Decisions #8, #9 and #10
LECTURE : 02h00

7

Presentation of companies performances by teams Explanation of the results using the data of the company and other companies and marketing tools.
LECTURE : 00h00