

- Faculté des sciences économiques
- [www.unine.ch/seco](http://www.unine.ch/seco)

### Business Game (5EN2041)

| Filières concernées                 | Nombre d'heures    | Validation      | Crédits ECTS |
|-------------------------------------|--------------------|-----------------|--------------|
| <b>Master in General Management</b> | <b>Cours: 1 pg</b> | Voir ci-dessous | 12           |

ph=période hebdomadaire, pg=période globale, j=jour, dj=demi-jour, h=heure, min=minute

#### Période d'enseignement:

- Semestre Automne

#### Equipe enseignante

Professor Claudia Jonczyk Sédès and Mr. Oussama Darouichi and additional instructors: Dr. Klaus Schönenberger, Jean-Pierre Vuilleumier, Prof. Carlos Da Silva, Dr. Leila Schwab, a team from CSEM  
TA: Dr. Tina Miedtank

Institute of Management  
Université de Neuchâtel  
A.-L. Breguet 2  
CH-2000 Neuchâtel  
[claudia.jonczyk@unine.ch](mailto:claudia.jonczyk@unine.ch)  
Phone: +41 32 718 1470

[oussama.darouichi@unine.ch](mailto:oussama.darouichi@unine.ch)  
Phone: +41 32 718 1953

[tina.miedtank@unine.ch](mailto:tina.miedtank@unine.ch)  
Phone: +41 32 718 1947

#### Contenu

The business game aims to put into practice the functional expertise and insights from various management classes of the first year of study and to apply them in a practical problem focused and interdisciplinary way.

The module consists of two main parts: The first part is a business simulation featuring the challenges and choices a management team faces managing a major European player in the automotive sector. Students will work in teams and take decisions about the company's strategic positioning, marketing mix, engineering and design offer, budget allocations and HRM and quality management investments. In this interactive dynamic simulation they will need to react to their competitors' moves as well as the market developments in a changing economic landscape. The simulation is an intense one week exercise that finishes with a critical analysis of their own choices and a reflection on the lessons learned from this experience including their own team dynamics.

The second part of the business game consists of the development of a viable business model for a core technology/product prototype. For this second part the Chair of Strategic Management has set up a collaboration with the CSEM (a private, non-profit Swiss research and technology organization focused on generating value for a sustainable world) in Neuchâtel. The CSEM will be providing the respective technology/product prototype that student groups will work on. In addition to the continued tutoring provided by the team of the University of Neuchâtel, engineers from CSEM will be available to assist students with questions about the products/technologies.

In terms of organisation the second part starts with an intensive one week "boot camp" where students will familiarise themselves with the technology/product to work on and acquire the tools and techniques they will need to develop the business model. The boot camp week is taught by a variety of renown management and engineering experts from academia and corporates. Students will then work (part-time) in groups for the rest of the semester on putting together a final presentation of their suggested business model. They will have the opportunity to receive feedback and tutoring on their work-in progress throughout the project. The final presentation (date to be determined) will take place at the end of the year. They will pitch their business model to a jury composed of experts from the University of Neuchâtel and the CSEM. A prize as well as additional support for a further development and possible implementation of their business model will be provided to the best group.

#### Forme de l'évaluation

Part 1 Business simulation: Performance in the simulation (measured by 6 KPIs): 25%  
Final presentation: 25%

- Faculté des sciences économiques
- [www.unine.ch/seco](http://www.unine.ch/seco)

## **Business Game (5EN2041)**

Part 2: Business model: 50% (presentation 20% - final report 30%)

Students who fail to pass or participate in the business game simulation (part 1) will need to run parts of the simulation on their own and then pass an oral exam that demonstrates their understanding of the interdependencies between various functional areas covered in the simulation. This includes the interpretation of results tables of the simulation including the resulting KPIs and giving recommendations as to how to improve the performance.

For students who miss or fail to validate the business model/company project (part 2) they have either the possibility to (re)work on another company project in the following year (together with the new cohort) or, alternatively, they can validate a recognised 12 week Innosuisse course on entrepreneurship and start-up creation as an equivalent 6 credit class. To do so, they must provide evidence from Innosuisse that they have successfully participated in such a course.

### **Documentation**

Documentation will be handed out during the boot camp week. Any preparation work required for the simulation as well as for the boot camp week will be mailed to students in advance.

### **Pré-requis**

The prerequisite for this class is the successful accomplishment of the core courses of semester 1 and 2 of this Master program.

### **Forme de l'enseignement**

This module consists of a simulation, a mixture of lectures, exercises, presentations and small group tutoring sessions. Students are expected to come to class having read required material for preparation. Student groups will also have three tutoring sessions in the course of the semester (one in October, November and December). A thorough preparation before meeting the tutor is expected. The exact timing of these sessions will be agreed between the tutor and each group.

### **Objectifs d'apprentissage**

Au terme de la formation l'étudiant-e doit être capable de :

- Describe and examine the opportunities and constraints of the product prototype
- Synthesise and present the key learnings of the simulation
- Develop a business model for the product prototype
- Identify the key drivers of success of a respective business
- Evaluate and recommend the most viable business model
- Decide on the best customer value proposition
- Carry out a thorough analysis of the different customer value propositions
- Present a start-up pitch: defend the analysis and recommendations

### **Compétences transférables**

- Communicate results orally
- Develop hands-on, pro forma modelling skills using Excel
- Decision making
- Entrepreneurial thinking
- Manage a project
- Manage a project
- Discuss complex issues
- Apply knowledge to new situations