

- Faculté des sciences économiques
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Business Game (5EN2041)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
Master in General Management	Cours: 1 pg	Voir ci-dessous	12
Master of Science en innovation	Cours: 1 pg	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. Solomzi Makohliso, Jean-Pierre Vuilleumier, Prof. Carlos Da Silva and a team from CSEM
TA: Yao Ma

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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 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 innovation) in Neuchâtel. The CSEM will provide 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 product/technology.

In terms of organization, the second part starts with an intensive one week "boot camp" where students familiarize 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 the corporate world. 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. In their final presentation (on December 17) they will pitch their business model to a jury composed of experts from the University of Neuchâtel and the CSEM.

Forme de l'évaluation

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

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

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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 submit an individual work (replying to specific questions) that demonstrates their understanding of the inter-dependencies between various functional areas covered in the simulation. This includes the interpretation of results tables of the simulation with the resulting KPIs and giving recommendations as to how to improve the performance.

For students who miss or fail to validate the business model/project with the CSEM (part 2) they have either the possibility to (re)work on another project in the following year (together with a new cohort) or, they have to submit a comprehensive individual work that demonstrates their understanding of the topics covered in class.

Documentation

Documentation will be handed out during the boot camp week and/or posted on Moodle. Any preparation work required for the simulation as well as for the boot camp week will be posted on Moodle.

Pré-requis

The prerequisite for this class is the successful accomplishment of the core courses of semester 1 and 2 of this Master program. In particular, students must have covered strategic management, marketing, financial accounting, finance and HRM.

Forme de l'enseignement

This module consists of a comprehensive dynamic 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. Each student group 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 :

- Develop a business model for the product prototype
- Carry out a thorough analysis of the different customer value propositions
- Decide on the best customer value proposition
- Describe and examine the opportunities and constraints of the product prototype/technology
- Synthesise and present the key learnings of the simulation
- Identify the key drivers of success of a respective business
- Present a start-up pitch: defend the analysis and recommendations
- Evaluate and recommend the most viable business model
- Interpret key performance indicators
- Analyse the inter-dependencies between variables and KPIs from different fields
- Discuss critical incidences encountered in their project

Compétences transférables

- Develop hands-on modelling skills using Excel
- Communicate results orally
- Discuss complex issues
- Apply knowledge to new situations
- Manage a project
- Integrate different fields of expertise