

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

### Business Game I (5EN2048)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
<b>Master in General Management</b>	<b>Cours: 1 pg</b>	Voir ci-dessous	6
<b>Master of Science en innovation</b>	<b>Cours: 1 pg</b>	Voir ci-dessous	6

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

#### Période d'enseignement:

- Semestre Automne

#### Equipe enseignante

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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, the module Business Game 1, is a business simulation featuring the challenges and choices an executive 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 as well as quality management investments. In this interactive dynamic simulation they will need to react to their competitors' moves as well as 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.

#### Forme de l'évaluation

Performance in the simulation (measured by 6 KPIs): 40%  
Final presentation: 25%  
Logbook: 25%  
Individual reflection document: 10%

#### Modalités de rattrapage

Students who fail to pass or participate in the business game simulation (Business Game 1 module) will need to run parts of the simulation on their own and then submit an individual work (replying to specific questions) by the end of the semester 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. This individual work will account for 100% of the final grade.

#### Documentation

Documentation will be handed out during the teaching sessions and/or posted on Moodle. Any preparation work required for the simulation 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 the Master in General Management. In particular, students must have covered strategic management, marketing, financial accounting, finance and HRM.

#### Forme de l'enseignement

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### **Business Game I (5EN2048)**

This module consists of a mixture of lectures, analytical exercises, presentations and break-out sessions where students work on the simulation. Students are expected to come to class having read required material for preparation.

#### **Objectifs d'apprentissage**

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

- Interpret key performance indicators
- Analyse the inter-dependencies between variables and KPIs from different fields
- Discuss critical incidences encountered in the project
- Decide on the best customer value proposition
- Synthesise and present the key learnings of the simulation

#### **Compétences transférables**

- Communicate results orally
- Integrate different fields of expertise
- Discuss complex issues
- Work in a diverse team
- Apply knowledge to new situations
- Manage a project