

- Faculté des sciences économiques
- www.unine.ch/seco

Business Game I (5EN2048)

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

ph=période hebdomadaire, pg=période globale, j=jour, dj=semi-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 and to apply them in a practical problem focused and interdisciplinary way.

The Business Game I 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 strategy, 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 the market developments in a changing economic landscape. The simulation is an intense exercise that finishes with a critical analysis of their own strategic choices and their implementation 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: 20%
Logbook: 20%
Individual reflection document: 20%

Students are required to adhere to the AI policy specified for this class.

Modalités de rattrapage

Students who fail to pass or participate in the business game simulation 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 and the resulting KPIs. 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.

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Forme de l'enseignement

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 any required material for preparation. Due to the blocked teaching format, it is important that students are present for all classes.

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
- Define new performance indicators for benchmarking

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