

Syllabus

Course description

Course title	Business Strategy Simulation
Course code	27206
Scientific sector	SECS-P/08
Degree	Master Entrepreneurship and Innovation
Semester and academic year	1st semester, a.y. 2017-2018
Year	Optional course
Credits	6
Modular	No

Total lecturing hours	36
Total lab hours	
Total exercise hours	4
Attendance	suggested, but not required
Prerequisites	not foreseen
Course page	https://www.unibz.it/en/faculties/economics-management/master-entrepreneurship-innovation/course-offering/

Specific educational objectives	<p>The course refers to the educational activities chosen by the student and belongs to the scientific area of Business Administration.</p> <p>The course is designed for acquiring professional skills and knowledge. The general objective of this course is to provide students with a unique, integrative learning experience through their active participation in a business simulation. Working in teams, students bid on and take over a company that they will actively manage over several simulated years. The company competes in an industry with several other firms, each with different strengths and weaknesses. Strategic decisions are made under changing market conditions and in the context of competitors' actions.</p> <p>The educational objectives are:</p> <ul style="list-style-type: none"> • Learning how to assess strengths and weaknesses, opportunities and threats of a company in a dynamic environment • Formulate and implement strategies • Understand how marketing, finance, and strategy are interrelated • Apply concepts and tools in strategy, finance, and marketing
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Lecturer	Kurt Matzler, Office E512a, e-mail: Kurt.Matzler@unibz.it, tel. 0471 013134
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	https://www.unibz.it/en/faculties/economics-management/academic-staff/person/31976-kurt-matzler
Scientific sector of the lecturer	SECS-P/08
Teaching language	English
Office hours	please refer to the lecturer's web page
Lecturing assistant	Not foreseen
Teaching assistant	Not foreseen
Office hours	18
List of topics covered	
Teaching format	This course uses an active learning model in which you will become an active participant in a strategy simulation. It is based on the idea of involved, explorative learning in an open class environment. It deploys a mixture of lectures, debates, group work, and discussions. This course is partially based on e-learning, i.e. you meet as a group, analyze the situation, make decisions, and enter the decisions before the simulation is run.

Learning outcomes	<p>Knowledge and understanding</p> <ul style="list-style-type: none"> • Learn concepts to formulate strategies and discuss issues in strategy implementation • Integrate and demonstrate knowledge from the previous course in an active, challenging environment. <p>Applying knowledge and understanding</p> <ul style="list-style-type: none"> • Understand key elements of the strategic management process through the simulation and assignments. (e.g. formulation of a vision/mission statement, portfolio-analysis, financial ratio analysis, SWOT-analysis, competitor analysis, financial ratio analysis, etc.) • Understand the linkage between marketing, finance and strategy. <p>Making judgments</p> <ul style="list-style-type: none"> • Improve skills in information analysis and interpretation. • Students will be able to critically evaluate the viability of strategies, to draw conclusions from an analysis of the forces and principles of strategy, finance, and marketing. <p>Communication skills</p> <ul style="list-style-type: none"> • Demonstrate good management and team skills in a stressful environment. • In-class discussion and presentation of own cases and assignments develops communication skills. <p>Learning skills</p> <ul style="list-style-type: none"> • The need to gather and interpret data from different sources to solve or at least illustrate management problems advances learning skills.
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Assessment	<p>alternatives that have to be irrevocably chosen after the second lecture or earlier:</p> <p><u>Alternative A:</u></p> <ul style="list-style-type: none"> • Company performance in the simulation (30%) • Group assignments (10%)
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	<ul style="list-style-type: none"> • Shareholder Meeting Presentation (10%) • Final Presentation (15%) • Individual Investment Decision (5%) • Final <i>written exam</i> of 45 Minutes (30% of total grade) <p><u>Alternative B:</u> Class attendance and assignments not required – final written exam of 120 Minutes (100%)</p>
Assessment language	English
Evaluation criteria and criteria for awarding marks	<ul style="list-style-type: none"> • Company performance: Firm’s net income and final stock price • Group assignments: correct application of theory to analyze and solve a case, structure of the paper, clarity of language, content, quality of layout and sources; • Presentations: content and capability to argue convincingly • Individual Investment decision: stock prices • Written exam: correct answers based on the knowledge provided in readings, text books, slides and verbal information
Required readings	Thompson, J., Scott J. M., Martin F.: Strategic Management: Awareness and Change, Cengage learning, 2017, 8 th edition
Supplementary readings	