

COURSE OUTLINE - FICHE PEDAGOGIQUE - date de mise à jour : 17/07/200808

DESCRIPTION OF COURSE / DESCRIPTION DU MODULE	
COURSE TITLE / INTITULE : BUSINESS SIMULATION	CODE : MEMLVM2701 YEAR / ANNEE : 2008/2009
COURSE PRESENTATION & CONTENTS / CONTENU : This course uses a competitive and interactive business simulation to create a realistic environment for experience based learning. Students work in teams as the management team of a company in which they need to make decisions of marketing strategy and allocation of resources in a competitive environment to achieve desired objectives. The simulation exercise begins early in S7 and proceeds at a pace of weekly rounds for a total of 8 rounds. Included are class sessions to review results and provide coaching for students or other appropriate presentation materials depending on student needs.	
SKILLS TARGETED / COMPETENCES VISEES: <ul style="list-style-type: none"> • Analysis of markets & sectors, customer preferences, evolution, and competition, • Formulation and implementation of market strategies in a competitive environment with the limitations of the company situation and resources, • Ability to respond to situations of ambiguity and pressure, and • Ability to work effectively in heterogeneous teams. 	
DEPARTMENT / DEPARTEMENT FOURNISSEUR : Marketing et vente	
RESPONSIBLE PROFESSOR / RESPONSABLE PEDAGOGIQUE: Mark Louis UHRICH	OFFICE / BUREAU: E 415
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POSITION OF THE COURSE IN THE PROGRAM / POSITIONNEMENT DU MODULE DANS LE CURSUS	
SCHOOL / ECOLE : EMLV	YEAR / ANNEE : 4
PROGRAM / PROGRAMME : EMLV	SEMESTER / SEMESTRE : 7
TRACK – MAJOR / OPTION : Transversal: Marketing, Finance, DD Prod MOplL	
UNITE D'ENSEIGNEMENT : Marketing Vente	

LENGTH (IN HOURS) / DUREE (EN HEURE)				
TOTAL HOURS / TOTAL FACE A FACE: 20h00	CM : 8h45	CA :	TD :11h15	TP : 15h00 En autonomie
TOTAL EVALUATION : 1h15	CC:	EXAM/ EXAMEN:	PRESENTATION / SOUTENANCE: 1h15	

DETAILED DESCRIPTION OF COURSE / DESCRIPTIF DETAILLE DU MODULE

LANGUAGE OF COURSE / LANGUE D'ENSEIGNEMENT : English / Anglais

PREREQUISITES / PREREQUIS :

- Sufficient level of English (700 TOEIC)
- Mastery of all the courses of marketing and sales of the previous semesters.
- Finance and accounting: Introduction to Finance, Treasury and Financial Planning, Managerial Accounting, Finance for Commercial.

LEARNING OBJECTIVES / OBJECTIFS PEDAGOGIQUES :

- Make concrete and put into practice the subjects which the students have studied during their program of studies,
- Integrate the various topics into an operational unity,
- Teach the students to analyze the market situation, customer preferences, sectors, market research, and competition to develop strategies for success in a competitive market,
- Develop the ability of the students to work in teams, and
- Develop the capacity of the students to face ambiguity and to make decisions under pressure.

TEACHING METHOD / METHODE PEDAGOGIQUE :

This course is organized as experience based learning using a business simulation in which students work in teams managing their business. The work consists of several sessions to present the simulation and to review concepts of strategy, 8 rounds of the simulation – both as supervised work and self-directed work in groups, two intermediate reports, and a final report and presentation. Students are required to engage in substantial amounts of work between the weekly sessions — both individually and in their teams.

EVALUATION METHOD / MODALITES D'EVALUATION :

Ongoing assessment : 60 % — 40% results obtained & group work, 20% one intermediate report.

Final Assessment : 40 % — 20% final report, 20% final presentation

The evaluation will be a function of both the work of the group and the performance of the individual.

BIBLIOGRAPHY / BIBLIOGRAPHIE :

COURSE SEQUENCE / DEROULEMENT DU MODULE						
SESSION N° SEANCE	LENGT H DUREE	TYPE	PERSONAL WORK TRAVAIL PERSONNEL	TOPIC / THEMES	SESSION N° SEANCE	INSTRUCTORS INTERVENANT(S)
1	1h15	CM	2h	Launch of course, assignment of teams, explanation of simulation and objectives, Simulation introduction, Successful functioning of Teams	Amphi, PC, Internet Video-projector	M. Uhrich C. Farcouli
2	1h15	TD	2h	Registration in simulation and familiarization. Team formation. Organizing the team to do the job.	PC per team Internet	TD instructor as assigned to section
	3h00	TP*	0h	First set of team decisions and Q1 simulation inputs	(autonomous)	
3	1h15	CM	2h	Strategic Analysis – understanding the environment and company situation. Q2 decisions	Amphi, PC, Internet Video-projector	M. Uhrich
4	1h15	TD	3h	Evaluating market opportunities, setting up operations, and preparing for test markets	PC per team Internet	TD instructor as assigned to section
	3h00	TP*		Finalize team decisions and Q2 simulation inputs	(autonomous)	
5	1h15	CM	2h	Building your plan. Going to market to test strategy and market assumptions. Q3 decisions	Amphi, PC, Internet Video-projector	M. Uhrich
6	1h15	TD	3h	Analysis of data and preparation of Q3 inputs.	PC per team Internet	TD instructor as assigned to section
	1h30	TP*		Finalize team decisions and Q3 simulation inputs	(autonomous)	
7	1h15	CM	2h	Q3 results. Evaluating test market performance, revising strategy, becoming a learning organizing. Preparing for Q4.	Amphi, PC, Internet Video-projector	M. Uhrich
8	1h15	TD	3h	Analysis of data and preparation of Q4 inputs.	PC per team Internet	TD instructor as assigned to section
	1h30	TP*		Finalize team decisions and Q4 simulation inputs	(autonomous)	
9	1h15	CM	2h	Q4 results. Seek external funding. Preparing the marketing business plan. Preparing for Q5.	Amphi, PC, Internet Video-projector	M. Uhrich
10	1h15	TD	5h	Analysis of data and preparation of Q5 inputs. (Strategic analysis and business plan due)	PC per team Internet	TD instructor as assigned to section
	1h30	TP*		Finalize team decisions and Q5 simulation inputs	(autonomous)	
11	1h15	CM	2h	Q5 results. Monitor, improve and execute. Skillful adjustment for performance. Preparing for Q6.	Amphi, PC, Internet Video-projector	M. Uhrich
12	1h15	TD	3h	Analysis of Q5 results and preparation of Q6 inputs.	PC per team Internet	TD instructor as assigned to section
	1h30	TP*		Finalize team decisions and Q6 simulation inputs	(autonomous)	

13	1h15	TD	3h	Analysis of Q6 results and preparation of Q7 inputs.	PC per team Internet	TD instructor as assigned to section
	1h30	TP*		Finalize team decisions and Q7 simulation inputs	(autonomous)	
14	1h15	TD	3h	Analysis of Q7 results and preparation of Q8 inputs.	PC per team Internet	TD instructor as assigned to section
	1h30	TP*		Finalize team decisions and Q8 simulation inputs – Final inputs & results	(autonomous)	
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15	1h15	CM		Presentation of final Q8 results to students.	Amphi, PC, Internet Video-projector	M. Uhrich C. Farcouli
--	---	TP*	5h	Analysis of results. Preparation of final reports and presentations.	(autonomous)	
16	1H15	TD	10h	Final presentations and delivery of reports	All students in “universe” Amphi, PC, Internet Video-projector	TD instructor as assigned to section (Uhrich & Farcouli as available)

TP* = Group work without instructor and without room assignment