

BUSINESS SIMULATION GAME

LEVEL OF COURSE UNIT

Bachelor

LEARNING OUTCOMES OF COURSE UNIT

The students:

- can make decisions based on specific information.
- can analyze the effects of their decisions.
- apply theoretical knowledge for decision-making.
- can work in a team and accept team decisions.

COURSE CONTENTS

- Operational functions (production, marketing, logistics, supply chain management)
- Market analyses and market developments
- Use of analysis tools (SWOT, benchmark, market shares, cost and contribution margin analyses, etc.)
- Development of strategies
- Controlling and key figures

LANGUAGE OF INSTRUCTION

English

NUMBER OF ECTS CREDITS ALLOCATED

2