

Business Simulation

Blockseminar

2. September – 6. September 2024

ORGANIZATION

Module: Business Simulation
ECTS-Points: 4.5
Lecture: Monday, 02.09.2024 – Friday, 06.09.2024, 9:15-16:00
Language: English or German
Lecturer: Dr. Lea Rutishauser, lea.rutishauser@hrconscience.ch
Dr. Reto Wegmann, reto.wegmann@swissibex.ch

REGISTRATION

The number of participants is limited to 21 students. To attend the seminar, registration via the OLAT e-learning platform is required. **Registration on OLAT will be open from 26.8. – 2.9.2024. Selected participants will automatically be registered in the UniPortal by examination administration.** It is no longer possible to cancel your registration after the end of the first day of the seminar. Students are responsible for checking the creditability of the course to their course of study.

CONTENT

In the seminar “Business Simulation”, students form groups to represent companies, which compete in a business simulation. In total, four competing companies act in an enclosed market. The companies all produce the same product: solar cells. All companies are managed by student groups.

Students incorporate different roles (e.g., HR, production, marketing, procurement, research & development, finances, etc.) and act according to them. The companies’ market behavior is influenced by the students’ decisions, which are synchronized by the computer network and set the companies in direct competition. The dependencies between the elements are displayed transparently (“open rule simulation”).

All students receive information about the simulation environment before the course as preliminary study materials. On the first day, there is an entry test on the preliminary materials, which influences the simulated companies’ cash reserves when the simulation starts.

In the seminar we simulate 5-7 business years. After an introduction into the simulation and before completion and reflection, each seminar day includes: 1) theoretical input on selected topics, 2) strategy meeting in the student group, 3) simulation of 1-3 business years in which the students take quarterly decisions to manage their company. The web-based simulation takes place on the own notebook.

Business Simulation 2024

PLAN OF THE LECTURES

Date	Contents <i>(changes possible, please check Syllabus again for updated information)</i>
Monday, 02.09.2024 9:15 – 16:00	Organization, Entry Tests, Introduction, “How to Write a Reflection”, Getting to Know Each Other
Tuesday, 03.09.2024 9:15 – 16:00	Development of Business Strategy, Theory Injects, Game Test Run, participant presentations, “How to Pitch an Investor”
Wednesday, 30.08.2023 9:15 – 16:00	Simulation, further development of business strategy including KPIs, participant presentations
Thursday, 31.08.2023 9:15 – 20:00	Simulation, further development of business strategy, participant presentation Guest Speaker: Gian-Andri Diem, Co-Founder and Managing Director of dhp technology, open space with Gian-Andri Diem
Friday, 01.09.2023 9:15 – 16:00	Simulation, final presentations, in-class evaluation and wrap-up

LEARNING GOALS

Learning goals and competencies: The students simulate a company and the related strategic decisions. Thereby they gain leadership competence on the level of leading groups in a simulated situation. The students integrate the acquired knowledge from their previous business administration courses at the University and get to know the relationship between the different business areas: business strategy, HR strategy, marketing and controlling. The students tie theoretical inputs with own experience, practical experience and their own reflection. The simulation increases joined-up, systemic thinking and makes students experience and reflect team dynamics.

PREREQUISITES

Business Simulation addresses students from the Master level (priority) as well as students from higher semesters in the Bachelor (5./6. Semester). The simulation integrates topics from several lectures of the business administration bachelor studies. Requirements for this seminar are therefore basic understanding of business administration with a focus on strategic management and human resource management. In addition, students benefit from experiences of lectures like Strategic HRM, Advanced Marketing Management and Corporate Finance.

EXAMINATION FORMAT

Written report of the company strategy (per group) (50%, due 06.09.2024) and individual reflection (50%, due 20.9.2024).

We expect 100% class attendance, active participation and contribution during the course.