UCL Université catholique de Louvain

MGEHD2140

2015-2016

Business Game

6.0 credits	30.0 h + 0.0 h	2q

Teacher(s) :	Ducarroz Caroline ;
Language :	Français
Place of the course	Mons
Prerequisites :	Strategy (course) Marketing de base et opérationnel (cours)
Main themes :	In this course, students (gathered by groupes) manage a virtual company on a competitive market (Markstrat environment). After an introduction session on the Markstrat environment, students, as the sessions go, face theoretical concepts linked to strategy to the management of their virtual company
Aims :	- To analyze the potential strategic options for a companyorganization - To build the most appropriate strategy, by referring to theoretical concepts, when asked for managing a virtual company - To integrate the core dimensions of the business functions to manage the virtual company, with a transversal view of the departments' needs - To identify and concentrate on essential information that enables to enrich thoughts and reach goals, when a substantial amount of information is provided. - To combine team members' opinions, under time pressure. - To anticipate the set of activities that need to be accomplished, in an urgency setting. - To clearly synthetize one's thought, support it with relevant argument, and efficiently communicate, orally and in written reports. - To critically evaluate the relevance of decisions, a posteriori. *The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".*
Faculty or entity in charge:	BLSM

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Credits	Prerequis	Acquis d'apprentissage
Master [120] in Management (shift schedule)	GEHC2M	6	-	
Master [120] in Management (shift Schedule 2)	FEHC2M	6	-	
Master [120] in Management (shift schedule)	GEHM2M	6	-	