

BUSINESS GAME

Diploma: International Master in Business Studies, 1st year

Description: During 3 full days, student will manage a virtual company with their team in a competitive environment, making strategic decisions (1/2 day = one month of company's activities). To improve results, different challenges will be added in Finance, Marketing/Communication, HR management & Culture & Commercial. (These challenges are exercises, case studies, role-playing ...). Goal of is course: developing the capacity for analysis and responses to evolving circumstances & developing the spirit of strategic adaptation and decision in front of a changing context.

Hours: 20

ECTS: 2

Level: intermediate

Code UE (to mark on the learning agreement): 1-4M1IMBS2CS2