

Module title		Abbreviation
Seminar: Business Simulation		12-BUS-242-m01
Module coordinator		Module offered by
Holder of the Chair of Entrepreneurship and Strategy		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This action-oriented module complements the lecture “Strategic and Innovation Management” (12-IM). In teams of up to four students, student compete in a business simulation that covers critical elements of managerial decision making. Participants act as a board of directors to develop the business by making decisions related to strategy, finance, market, operations, staffing, and innovation. This provides a unique opportunity to directly apply and critically reflect topics discussed in the classroom, while working in a team.</p>		
Intended learning outcomes		
<p><i>Educational aims</i></p> <ul style="list-style-type: none"> • Raise students’ situational awareness in managerial decision making • Promote students’ ability to make informed managerial decisions in complex situation • Sensitize students for the need to anticipate competitive actions and reactions <p><i>Learning outcomes</i></p> <p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Understand how management theories can be applied in ‘real-life’ decision making scenarios • Understand the interconnectivity of managerial decisions in different areas of a company, e.g., marketing, finance, and innovation • Make managerial group decisions based on anticipated competitor behavior 		
Courses (type, number of weekly contact hours, language – if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
<p>term paper (10 to 15 pages) and presentation (in groups of up to three candidates, approx. 15 minutes per candidate)</p> <p>Assessment offered: in the semester in which the course is offered</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>		
Allocation of places		
<p>5 places. WB4: Should the number of applications exceed the number of available places, places will be allocated as follows:</p> <ol style="list-style-type: none"> (1) Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (BSc with 180 ECTS credits) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group. (4) A waiting list will be maintained and places re-allocated by lot as they become available. 		
Additional information		
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Workload
150 h
Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Bachelor' degree (1 major) Business Information Systems (2024) Bachelor' degree (1 major) Economathematics (2024) Bachelor' degree (1 major) Business Management and Economics (2024) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2024)
JMU Würzburg • generated 29.03.2024 • Module data record 142169