



Syllabus

Term: 2025/26/2 **Subject name:** Business Simulation Workshop **Subject code:** B19GMC03E

Unit (Unit code) Department of Management Science (KMI)

Lecturer responsible for the course: Dr. SOMOGYVÁRI Márta

Requirement: Term mark

Classes per week : 0/2/0

Classes per term:

Purpose of education:

The rationale of the Business Simulation Workshop is to provide an interactive learning tool for the acquisition of such managerial skills that are missing from traditional education. A business simulation demonstrates the connections between the different functional areas of a company, integrates them and allows for a comprehensive view, to see the "big picture". The management (participants) operates a simulated firm, tries strategies, compete with each other in groups.

Intended Learning Outcomes (ILOs)

Upon the successful completion of this course, students should be able to:

1. Examine the connection between functional areas of a company, (PILO 1)
2. Analyze a competitive market and the company's market position and competing power,(PILO4)
3. Evaluate production, marketing and accounting data,(PILO3)
4. Create and judge business strategies,(PILO2)
5. Formulate decisions in uncertainty under time-pressure, (PILO7)
6. Construct decisions in team working.(PILO5)

Contents:

- Week 1. Introduction, student group formation, start of Snow Hotel trial game decision 1-3.
- Week 2. Snow Hotel trial game decision 4-6. game end, results, **Report01**: Simulation Map
- Week 3 Snow Hotel competition game 1-3. decision
- Week 4. Snow Hotel competition game 4-6. decision, game end, results, **Report02** : Evaluation of the applied strategy and the result of the two competition games
- Week 5. FMCGame introduction, Trial game 1-3. decision
- Week 6. FMCGame trial game 4-6. decision, game end, results, **Report03**: Strategic plan for the competition game
- Week 7. FMCGame competition game 1-3. decision
- Week 8. Simulation Cup
- Week 9. Simulation Cup
- Week 10. FMCGame competition game 4-6. decision, results
- Week 11. Spring break



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- Week 12. Snow Hotel rapid game
- Week 13. FMCGame rapid game
- Week 14. Individual rapid game – individual game for bonus points

System of examining and valuation:

Formative assessment:

Minimum requirements of the course:

- 70% participation level. In the case of low participation level – below 70% - the student fail, no retake possibility.
- Active participation in the group decisions

Summative assessment elements

Name of the element	Weight of the element in the assessment structure	Type of the element (coursework/exam)	Details of the element	Retake opportunities	Required to pass the course irrespectively of the performance in other assessment elements (yes/no)	Related CILO
Assignments	30	Reports		no	no	1,4,3
Competition results	70			no	Yes	1,2,3,4,5,7

The course will be assessed on the basis of the groups' performance throughout the year in the Snow Hotel and FMCGame simulation programmes, participation in the semi-finals of the UP Simulation Cup (70%) and the reports (30%). The programme will provide an automatic assessment which will be the basis for the performance evaluation.

Reports (3 x 10 points) 30 points

Snow Hotel competitive game 18 points



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System of examining and valuation:

Snow Hotel rapid game 10 points

FMCGame competitive game 17 points

FMCGame rapid game 10 points

Participation in the Simulation Cup test game 5 points

Participation in the quarter-finals of the Simulation Cup 10 points

Bonus points:

Individual rapid game 10 points

Simulation Cup semi-final qualification 15 points

Simulation Cup finalist 20 points

Simulation Cup 1st-3rd place 30 points

Each team will be awarded points based on their ranking, with the 1st place team receiving 100% of the maximum score, and the other teams receiving the same percentage of the points available in each game as the percentage of the maximum score.

Information Regarding Artificial Intelligence:

The course adopts **Position 2** as defined in Section 5.1 of the https://ktk.pte.hu/sites/ktk.pte.hu/files/uploads/szabalyzatok/ai-policy_upfbe.pdf:

The use of AI tools is permitted, but only responsibly, under supervision, and to supplement students' own professional competence when completing the tasks detailed below.



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System of examing and valuation:

In the case of reports, the use of AI is permitted to support the theoretical basis of practical analyses, but it must be clearly indicated how it was used (e.g., under what conditions, what algorithm).

Bibliography:

ECOSIM: Snow Hotel manual

ECOSIM: FMCGame manual

Witcher, B.J: Absolute Essentials of Strategic Management. Routledge.2020

Bibliography: