



Business Simulation Workshop

General data

Course code:	B19GMC02E
ECTS credits:	3
Type of the course:	General elective
Semester:	Spring
Course restrictions:	<i>none</i>
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1. Description and aims

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.

2. 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)

3. Content, schedule

- Week 1. Introduction, student group formation, start of SNOW HOTEL trial game decision 1-2
- Week 2. SNOW HOTEL trial game decision 3-4..
- Week 3 Generic strategies, Snow Hotel cost leadership game 1. -3 decision, Report: Functional assessment of the company structure
- Week 4. Snow Hotel Cost leadership game 4-6 decision



- Week 5. Snow Hotel Cost leadership game end, result, Starting differentiation game 1-3 decision
- Week 6. Differentiation game 4-6 decision. Report: strategic plan for the competition
- Week 7. Snow Hotel 1. competition game 1-2. decision Report: strategy plan for the 1 competition
- Week 8. Snow Hotel 1. competition game 3-4. decision
- Week 9. Snow Hotel 1. competition game 5-6. decision. End of 1. competition game, Results.
- Week 10. Snow Hotel 2. competition game 1-2. decision Report: Strategy for the 2. competition game
- Week 11. Snow Hotel 2. competition game 3-4. decision
- Week 12. Snow Hotel 2. competition game 5-6. decision
- Week 13 Snow Hotel 2. competition game 7-8. decision. End of 2. competition game, results

4. Learning and teaching strategy, methodology

This module is delivered by using a two hour workshops via an easy-to-use online educational software SNOW HOTEL developed by EcoSym. The students work in groups make decisions together, every member is responsible for the decisions made by the group.

5. Assessment

Formative assessment elements:

Summative assessment elements:

Individual Assessment	%	Group Assessment	100%
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Name of the element	Weight	Type	Details	Retake opportunity	Req.*	Related CILOs
Assignments	20	Report		no	yes	1,4,3
Competition result*	60			no	Yes	1,2,3,4,5,7
Generic strategy games result*	20			no	Yes	1,2,3,4,5,7

* Two competition mode games will be played, max. **30 points** can be received for each game based on the actual performance in the simulation game. Winning and second team gets 30 points in each competition. Third and more positions: $(\text{your points})/(\text{second team's points}) \times 30$. The same grading philosophy will be used at the generic strategy games.



6. Learning materials

- ECOSIM: Snow Hotel manual
- Witcher, B.J: Absolute Essentials of Strategic Management. Routledge.2020

7. Further information

International aspects embedded with the course
-not applicable
Ethics, Responsibility & Sustainability (ERS) aspects embedded with the course
ERS aspects: The simulation includes possible choices of projects, there are also greening projects (e.g. use of renewable energy technologies) that reduce the unitility costs of the hotel.
Connections to the world of practice of the course
-not applicable