



Advanced Business Simulation

General data

Course code:	M23VZC03E
ECTS credits:	6
Type of the course:	Elective (C)
Semester:	Spring Semester 3
Course restrictions:	-
Course leader (with availabilities):	<i>Dr. Márta SOMOGYVÁRI, Associate Professor</i> somogyvari.marta@tkk.pte.hu <i>office: b121</i>
Further lecturer(s) (with availabilities):	-

1. Description and aims

The aim of the modul is show the complexity of a real company. The students evaluate and utilize the company sub-fields taught separately as a whole with the help of a computer model. During the simulation, the students create the production/service, financial, sales marketing, and HR strategy of a company operating in a multi-player competitive market, plan the production and sales processes, and analyze their dynamically changing competitive position, which is determined by their own and competitors' actions.

2. Intended Learning Outcomes (ILOs)

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

CILO 1: Knows the relationships between the functional areas of the company, with particular regard to the relationships between finance, HR, marketing and sales, can outline the relationships between them by mapping them to the parameters of the simulation (PILO1, PILO4)

CILO 2: Knows the needs of individual consumer groups, is able to segment them and create a suitable product and/or service portfolio for the selected target group. Recognize the impact of segmentation on the company's financial performance (PILO3, PILO5)

CILO 3: Understands the company's entire structure and financial system, is able to recognize the impact of the cost structure of individual company areas on the company's overall performance and make strategic decisions based on this (PILO4, PILO5, PILO6)

CILO 4: Able to work in a group, actively participates in group decision-making, takes a leading role in the analysis of a sub-area and is also able to lead the group. (PILO3, PILO6, PILO7,)

CILO 5: After familiarizing himself with the simulation, he is able to create an independent company strategy and formulate the related conclusions and proposals. (PILO6)

CILO 6: You can analyze market events, competitors and your own position in the market. (PILO5, PILO6)

CILO 7: Represents his opinion supported by professional arguments, responsibly, taking into account the consequences of decisions based on it. (PILO7, PILO8)



3. Content, schedule

1. Getting to know the simulation, forming groups, Test Game
2. Test game. Report 01 Functional analysis of the company structure, mapping the correlations of the simulation
3. Test game Report 02 connections between corporate strategy and marketing strategy,
4. - 5. Competition game: 1st optimization task: increasing market share.
6. -7. Competition game: 2nd optimization task: increasing profit Report 03 strategic plan for the last competition game
8. - 9. Competition game 3rd optimization task: increasing the composite effectiveness index
- 10-11. Rapid Competition Games (8 decisions in 75 minutes)

4. Learning and teaching strategy, methodology

This is a computer simulation, the students learn first in the test games by trial and error, they start to develop a sense for relationships. They must conceptualize the game in written homework. (CILO 1-7)

5. Assessment

Formative assessment elements: Test Game and continuous tutoring

Summative assessment elements:

The simulation is a competition among groups playing in pools (max. 10 groups in one pool), the winner gets 70 points, this is 100%, the other teams get their scores in proportion to the percentage they achieved compared to the winner.

Individual Assessment		% 0	Group Assessment		% 100	
Name of the element	Weight	Type	Details	Retake opportunity	Req.*	Related CILOs
Report	30	written group assignment		no		CILO 1,2,3,6
Simulation Result 1-4	20-20-20-10	result of the competition games	score calculated by the simulation	no	yes	CILO 1-7

* Req.: Completion of the element is required to pass the course, irrespective of the performance in other elements.

6. Learning materials

- Essential
Rulebook of the Simulation (2022)
Witcher, B.J. (2020): Absolute Essentials of Strategic Management. Routledge
- Recommended



Fred R. David, Francis Forest R. David: Strategic Management: A Competitive Advantage Approach, Concepts and Cases, Global Edition, 16/E. 2017 Pearson

7. Further information

International aspects embedded with the course
not relevant
Ethics, Responsibility & Sustainability (ERS) aspects embedded with the course
not relevant
Connections to the world of practice of the course
The simulation focuses on analytical and leadership skills, where appropriate responses must be given to the ever-changing environment.