

Business Simulation incl. trip to Berlin and company visit

5 ECTS

Computer-based business game seminar with company visit

General management: Strategic decision-making is trained

Short description (what General Management does): Learning outcomes / competences

- Train strategic thinking and actions
- Successfully manage a company using the balanced scorecard
- Gain a better understanding of the cause and effect relationships within your company

Developing a market-oriented corporate strategy is the first step to making tactical decisions. Just-in-time makes economic sense in some manufacturing companies, in others it can lead to production shortfalls. Employee training and the related productivity levels are indirectly connected to an increase in customer value, as is the technological sophistication of the production machinery. The market environment must be regularly monitored and reevaluated. General Management is a computer-based simulation game, which realistically maps the complexity of a company.

On the basis of the situation analysis, the students can apply suitable business models and methods to make decisions under uncertainty. They are then able to reflect on the decision and its consequences as well as the decision-making process. The students are able to analyse issues in groups, work out alternative courses of action together and come to a decision. are able to correctly assess the competitive situation and the operational situation of the company they manage.

Learning content

General Management is a computer-based simulation game in which each team manages a manufacturing company over ca. 6 years, while competing for market share. Every team member is assigned a management role (production, HR, marketing, controlling) and is trained to be a specialist. The new managers receive the information they need from handbooks, production reports, etc. They must sort, evaluate and prepare the information with the help of the road map and balanced scorecard. Only by finding the right balance between a market-driven strategy and the systematic identification of cost drivers will the company succeed in the end. All the teams compete, making the seminar a memorable experience.

Teaching methods

Use of business games, group work, problem-oriented learning, and presentations: The students work out decisions for the company they lead in groups. The lecturer accompanies the group work; the lecturer provides technical and methodological support as well as support with regard to the group dynamic processes. The decisions are regularly presented by alternating group members. In addition, there is a company visit to see the transfer between business game and production reality at first hand.