

Course: General Management Simulation

credits: 4

Course code	IBVB14GMS1C	Modes of delivery	Tutorial
Name	General Management Simulation	Assessments	Assignment - Other assessment
Study year	2021-2022		
ECTS credits	4		
Language	English		
Coordinator	M.H.J. Cox		

Learning outcomes

Upon completion of this course, students are able to:

- Understand what it takes to manage a company;
- Perform team work on a management level;
- Develop an international strategic vision;
- Handle business processes and change management;
- Manage international finance & accounting issues;
- Develop international human resource management;
- Demonstrate leadership.

Program Learning outcomes from the IB Framework:
WT2-3, LW9-3, TWM18-3, TWM22-3

Content

Prerequisites:

IB students need to have been either on PLM or SAB, preferably both. With completing all credits in Osiris from either PLM or SAB. Exchange students: previous knowledge of the corresponding subject area is required.

Main activities are:

- business simulation game. The groups of students each manage their own business, being competitors of each other.
- Companies mission, goals, strategies
- Sales
- Production
- Human Resources
- Research & Development
- Procurement/Inventory
- Finance and Accounting
- Share Price/Company Value
- Macroeconomic aspects

Included in programme(s)

Minor International Strategy & Business Development

School(s)

International Business School