Course: Business Simulation Supply Chain — credits: 5

Course code	LBVB19SIM1C
Name	Business Simulation Supply Chain
Study year	2025-2026
ECTS credits	5
Language	English
Coordinator	I.L. Fitzgerald
Modes of delivery	Assignment
Assessments	Assignment - Assignment

Learning outcomes

For a manufacturing company, through group work in a simulation game, the student has the basic knowledge and skills to:

- analyze complex dynamic international supply chain environments and apply Logistics and Supply Chain theory in order to make well justified supply chain decisions in line with the company's strategic goals
- analyze complex management (financial) reports and use this information to monitor and control the financial health of the company

For successful completion of this module the student should display the ability to apply the following knowledge gathered in the previous periods:

- analyze the cost structure and calculate total product costs per unit
- conduct cost/ benefit analyses
- assess foreign exchange rate risk and bad debt risk
- analyze the cash flow situation of a company, determine cash needs for the future and develop appropriate cash management
- analyze a complex set of domestic and international environments and make appropriate marketing mix decisions, taking into consideration the company's overall strategy, the competitors and environmental factors in each market
- assess the potential of markets and make appropriate market entry decisions
- assess the number of sales and production staff required to meet marketing and production needs and to make decisions in the areas of recruitment, training and dismissal
- the ability to develop a strategic direction and goals for their company and align decision making to achieve strategic goals

During the simulation game the student is expected to:

- have self-awareness of his/her own norms, values and behaviour
- shows tact and understanding for others
- respectfully listen to what other group members are contributing
- use proper professional (business) language
- initiate co-operation with others, to ask for input of team members and to exchange information/knowledge and ideas with them
- actively contribute to the group's decision-making process by elaborating on the input of others

PLOs:

- WW6.2
- TWM20.2
- TWM21.2

Content

Students will participate in a Supply Chain focused simulation game in which several groups compete within several domestic and international markets. During this simulation groups are expected to make decisions of increasing levels of difficulty and complexity as the game progresses. The simulation requires students to make internationally focused decisions in the areas of Supply Chain Management, HRM, Finance and Marketing. By the end of the game students should understand the complex interrelationship between the principal areas of business in a dynamic, uncertain and internationally oriented environment and understand the benefits and issues related to group work, the necessity for delegation of tasks and efficient communication.

Included in programme(s)

IBS Exchange programme International Business - Fundamentals
International Business 4 Year

School(s)

International Business School

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