

## CURRICULAR UNIT

Academic year                      2023/24                      Course                      ERASMUS

Code	Scientific Area	ECTS	Mandatory / Optional	Semester	Curricular year
	Management	4,5	Optional	1	

### Business Simulation

#### Distribution of Contact Hours by typology of education

Total	Theoretical	Theoretical / practical	Practical and Laboratory	Field work	Seminar	Tutorial	Traineeship
45	0	0	45	0	0	0	0

Responsible teaching staff member and lecturing load in the curricular unit	Email
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#### Learning outcomes of the curricular unit (knowledge, skills and competences to be developed by the students)

This curricular unit allows students to apply the knowledge on management and marketing areas acquired through the course, using a simulator, in order to develop skills and competences related to the ability to make decisions in management and marketing domains, in an integrated and holistic way (LO1).  
Students will develop knowledge, skills and competences related to market research and competition study, marketing decisions (product, price, publicity and place), and financial and human resources management (LO2).  
Because the simulation work with teams, competing with each other's, students will also develop skills and competencies in the area of soft skills (e.g. leadership, time management, negotiation, conflict management) (LO3).

#### Syllabus

1. Presentation of marketing management simulation software
2. Managing a company in a simulation environment
3. Teamwork skills (leadership, planning, task distribution, time management, conflict management).
4. Simulation game. Team competition.
  - a. The company history analysis
  - b. Decision making

- c. Analysis of results obtained
  - d. Comparison the results with competitors
5. Presentation of results obtained and critical analysis.

#### **Demonstration of the syllabus coherence with the curricular unit's learning objectives**

The course will take place in a simulation environment. The simulation will allow students to analyze, over different periods of time, the company's history and with the appropriate market research, to prepare the strategy of marketing (product, price, publicity, and place), as well as the financial and human resources strategy (which allows to reach LO1 & LO2). After each decision, the students can compare the results obtained by the company and compare them with those obtained by competitors (LO1 & LO2).

The presentation of results from all teams allows students to understand which strategies are effective in a given business context and which are not, contributing to the process of developing their technical and soft skills (LO3).

#### **Teaching methodologies (including evaluation)**

A practice-oriented teaching methodology will be applied using a management simulation software. A simulation of a real environment supported by software will be used, inducing students to make one decision per week (management decision-making based on management tools), which will be discussed the following week with the professor.

In light of the above, the following methodologies will be used:

TM1 - Participative with analysis, preparation, presentation and discussion of management decisions;

TM2 - Experimental with simulation of real situations using software;

TM3 - Self-study in the analysis of the company's history and preparation of decisions.

The evaluation will include the following elements:

- Management simulation results - 50%
- Written and oral management simulation works - 50%.

#### **Demonstration of the coherence between the teaching methodologies and the learning outcomes**

An interactive methodology of sharing experiences and knowledge influences positively the learning processes. We will take into consideration a learning by doing approach with business simulation and analyses of approximately real situations.

Participative methodology (TM1) contributes to LO1, LO2 and LO3. The experimental methodology (TM2) essentially contributes to the objectives LO1 and LO2. Self-study (TM3) contributes to all LO.

#### **Bibliography (Mandatory resources):**

- CESIM (2022). *General Business Management Simulation*. Acedido em <https://www.cesim.com/simulations/cesim-firm-business-management-simulation-game>
- Wolfe, J. (2003). *The global business game: A simulation in strategic management and international business* (2nd ed.). Mason, OH: South-Western College Publishing.
- Zantow, K.; Knowlton, D. S.; Sharp, D. C. (2005). More Than Fun and Games: Reconsidering the Virtues of Strategic Management Simulations, *Academy of Management Learning & Education*, 4(4), 451-457.