

SYLLABUS

SUBJECT MANAGERIAL GAMES

TEACHER MGR ARTUR KULIŃSKI

COURSE DESCRIPTION

Students will start up and run your own companies, struggling with business fundamentals and the interplay between marketing, distribution, manufacturing, human resources, finance and team management. They are given control of stimulated business and must manage its operations through several decision cycles. They must analyze the situation, plan a strategy to improve it and then execute that strategy out into the future. They will learn to skillfully adjust your strategy as you discover the nature of real-life decisions, including the available options, linkages to other parts of the business, conflict, tradeoffs and potential outcomes.

ECTS

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LEARNING OUTCOMES

Develop strategic planning and execution skills within a rapidly changing environment. Crystallize the linkages between business decisions and financial performance.

Internalize how important it is to use market data and competitive signals to adjust the strategic plan and more tightly focus business tactics.

Develop teamwork across functions, opening up new communication links.

Facilitate learning of important business concepts, principles and ways of thinking.

Experience the challenges and rewards of the entrepreneur by starting up running a new business venture.

GRADING POLICY

Simulation performance – 60%

Individual effort – 40%

TIMETABLE

Organize team to do the job, evaluate market opportunities, setup operations and prepare for test market – 6h

Go to market to test strategy and market assumptions – 6h

Perform strategic analysis of test market performance and revise strategy – 6h

Monitor, improve and execute – 9h

Prepare report to the Board of Directors – 3h

TEXTBOOK AND REQUIRED MATERIALS

Cadotte, Ernest R. Venture Strategy, Innovative Learning Solutions, Ins. 2003

Cadotte, Ernest R. and Harry J. Bruce; The Management of Strategy in the Marketplace, South – Western College Publishing, Cincinnati, 2003.

PREREQUISITES:

Basic knowledge in Economics, Marketing and Strategic Management.

