

Title:	Management In Practice – Business Simulator
Lecturer	dr Joanna Radomska
Lecture hours:	24 hours (lecture + computer labs)
Study period:	Summer School
Location:	Wrocław University of Economics, Poland
Examination:	Final result in the simulation game, personal activity and effectiveness, Business Plan presentation
Language:	English
Prerequisites:	Basics of management, finance and strategy will be useful
Course content:	<p>The course covers:</p> <ul style="list-style-type: none"> - strategic management process - characteristics of international business management - business plan preparation - fundamentals of financial statements analysis - business simulation game (“Marketplace”) <p>Marketplace Simulation integrates all functional areas of business and enables students to understand how the pieces fit together as a coherent whole. In six decision rounds teams choose a business strategy, evaluate tactical options, analyse financial statements and make a series of decisions regarding marketing, sales, production, human resources management, R&D, and business finance. After each round the students will see how their decisions affect the performance of others and the entire organization.</p>
Learning outcomes:	<p>Skills necessary to manage a company:</p> <ul style="list-style-type: none"> - International strategy creation - Business Plan preparation and presentation - Financial statements analysis - Team management - Market analysis - Marketing mix design - Tasks delegation - Negotiation and conflict management
Literature	Marketplace Students’ Manual