



Course syllabus

School of Business and Economics
Department of Marketing

4FE401 International Business Simulation, 7,5 högskolepoäng
International Business Simulation, 7.5 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

Second Level

Progression

A1N

Date of Ratification

Approved by School of Business and Economics 2014-12-17

The course syllabus is valid from spring semester 2015

Prerequisites

Basic eligibility for second-level studies as well as general entry requirements:

Business Administration with at least 90 credits in Business Administration. English B/English 6 or the equivalent.

Objectives

After completed course the student should be able to:

- make a comprehensive view on the management of a multinational company (MNC)
- form an integrated view of managerial disciplines such as international marketing, strategy, management, finance, production etc
- independently apply managerial disciplines in management tasks

Content

The course contains:

- students, as a team of three members, run their MNCs for two years in the computer industry in the US, the EU and Brazil
- MNCs create industrial market by selling, buying and licensing to each other
- industrial market serves the consumer market which is based on a computer model
- individual members are able to specialize on certain managerial tasks
- because of “learning by doing” learning takes place effectively
- running a MNC successfully requires a lot of intensive team work outside the lectures and decision sessions

Type of Instruction

The course is based on comprehensive international business simulation. It starts with lectures about the simulation software and rules in the simulation. Two facilitators help firms during the first decision sessions (quarters) and consult the firms later on in financial statements, demand analysis, networking etc. Each quarter facilitators provide firms a company report (including financial statements), an industry trade journal describing industry conditions and general feedback from their previous quarter. Facilitators also act as the roles of several other stakeholders.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

The students are evaluated both based on group assignments and individual quizzes.

Group assignments:

- company performance
- starting written business plans
- revision of the business plan
- company presentations
- individual assignments
- two quizzes on simulation rules
- a quiz on reading package

Group members also evaluate themselves and each other. The team performance evaluation includes general financial terms (profit, liquidity, strength of balance sheet), objectives, plans, results (sales, market share), ability to build and maintain viable networks, the creation and use of management tools, the future potential of the company at the end of the simulation etc.

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG) and A-F according to the ECTS scale. The grade is set depending on how well the student has fulfilled the learning outcomes. The weighing of the grades to the course grade is following the principles in the document "Principer för betygsrapportering ELNU 2011/160".

Students who do not achieve a satisfactory result in the individual quiz are permitted to make a second attempt in the coming two days.

Course Evaluation

A written course evaluation is carried out and compiled in a report, which is archived at the faculty. The results and possible measures taken are communicated by the course coordinator and presented to the students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be included and encouraged with the aim of ensuring continuous quality development.

Required Reading and Additional Study Material

Required reading

Uusitalo, O. & Uusitalo K. *Executive Guide; International business simulation course*. Latest edition, about 113 pages.

Plus a selected reading package of scientific articles, about 105 pages.