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| N° ECUE | XA4S731 |
| Title | Business management |
| ECTS |  | Lecture(h)CM |  | Tutorials (h)TD 22.5 |  | Pratical works (h) TP |  | Project (h) |  |
| DescriptionContext: Use of a serious Game. Serious games are an innovative and effective way to learn how to run a business. They aim to make the students understand:* the interactions between the company's functions,
* the consequences of decisions made by one function on the other functions,
* the consequences of one company's decisions on the results of others,
* the consequences of competitors' decisions on a company's results.

The objective is to enable the students to approach the life of an entreprise in a playful situation, in "immersion" in a "virtual" company, in order to develop a “know-how” type of knowledge and acquire reflexes that they will then be able to use in the future of their working life.Content: In this course, students, in groups, simulate the creation of a company in order to study all aspects of its management: marketing, production management, human resources management, accounting (general and analytical), R&D. All companies compete on the same market (simulated using "serious game" software), which makes the exercise quite competitive.Prerequisites :Business Environment CourseIdeally, "Organization and functioning of companies" courseResources: Practical exercise, no further reading requiredLearning outcomes :Knowledge :The determinants of demand in a market: price, quality, communication, demand elasticity and product life cycle AThe main business strategies: differentiation vs. cost dominance AThe main accounting tools: balance sheet, income statement, cash flow, costing ASkills :Be able to analyse all the strategic and operational decisions of a company with regard to its economic and social performance (strengths, weaknesses) A |
| Key Words | Business, Management, Accounting, Business Game, Serious Game |
| Type of Evaluation | Oral presentation of the results |