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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) |  |
| Description  Context: 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 Course  Ideally, "Organization and functioning of companies" course  Resources: Practical exercise, no further reading required  Learning outcomes :  Knowledge :  The determinants of demand in a market: price, quality, communication, demand elasticity and product life cycle A  The main business strategies: differentiation vs. cost dominance A  The main accounting tools: balance sheet, income statement, cash flow, costing A  Skills :  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 | | | | | | | | |