



## Syllabus

PROJECT: Management (Business Strategy Simulation)

PROFESSOR: Alfonso Urquiza

10 ECTS

### 1. COURSE CONTENT/GOALS:

- Develop professional skills implementing business strategies and taking management decisions: establish and achieve strategic and financial objectives, develop winning **management strategies** in a globally competitive marketplace and adapt it to business evolution and market trends.
- Practice the use of business statistical data, financial statements, benchmarking reports and competitive intelligence information.
- Learn how to contrast your own strategy with that of your competitors, think 'strategically' about business favourable options and act in order to overcome your rivals.
- Consolidate student's understanding of relations between *Income*, *Costs* and *Benefits*, as well as and *cause-effect* relationships in business corporate decisions.

### 2. THIS MODULE INCLUDES:

Date	Content	Course units
L 1	Orientation and course preview	1
T 1	Introduction to <i>The Business Strategy Simulation</i> ; assign class members to company teams; provide information on Simulation rules & procedures, as well as evaluation method. Provide students with registration codes and ask all class members to read the <i>Student's Guide</i> prior to the upcoming class meeting.	
L 2	Practice guided exercise around strategy and Business decisions	2
T 2	Students are arranged in Company groups, using their own lap computer to work on their strategy and decisions for the first practice round. At the end, professor & students analyse obtained results of this practice round, until the strategy simulation for the next "simulated" 10 years is well understood by all participants.	
L3	Practice guided exercise around strategy and Business decisions	2
T3	Q & A session regarding simulation mechanics	
L 4	Debriefing on practice rounds results	2
T4	The professor leads a class discussion of the information presented in associated Industry Reports and the Competitive Intelligence Reports showing the outcomes of student's decisions. All class members bring a copy of these reports to class. The purpose for this debriefing is to make sure that all class members have a good grasp of all the information being provided to them after decision rounds completion.	



L 5	Simulation workshop where company co-managers meet in teams to prepare their strategy and decisions, using professor assistance during process	2
T 5	During the semester, professor provides individual on-line and class assistance to students, monitoring individual progress throughout the 10 –years simulated management period.	
L 6	Debriefing on operations, formal results	4
T6	Professor leads class discussions of the information presented in Industry Reports and Competitive Intelligence Reports showing achieved student’s results. All class members bring a copy of these reports to class	
L7	On-Demand assistance	12
T 7	During the semester, professor provides individual on-line and class assistance to students, monitoring individual progress throughout the 10 –years simulated management period.	
L 8	Final Simulation Presentations	2
T 8	Students provide comprehensive class presentations of their strategy simulation experience, including strategic approach chosen, evolution, valuation of your results, lessons learned, ...	

### 3. CORE LITERATURE:

Business Strategy Tutorials and Technical Support

Lecture materials will be posted in the *Aula Virtual*

### 4. GRADING:

Individual:

- Personal Analysis of Results achieved and their relationship with the planned strategic objectives (40%)
- Individual dedication, effort and commitment to the Simulation (30%)

Group:

- Final Simulation Results of the Group’s Company: Profit per share, Return on investment, Share Value, Image and Credit Rating (30%)