COURSE DETAIL

STRATEGIC GROWTH - BUSINESS GAME
Country Italy
Host Institution University of Commerce Luigi Bocconi
Program(s) Bocconi University
UCEAP Course Level Graduate
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 216
UCEAP Course Suffix
UCEAP Official Title STRATEGIC GROWTH - BUSINESS GAME
UCEAP Transcript Title STRT GRWTH BUS GAME
UCEAP Quarter Units 2.50
UCEAP Semester Units 1.70

Course Description
This course of the Skills Trial is devoted to the development of Growth-Strat Business Game. The Simulation offers the opportunity to simulate in small teams the real management of a medium company by taking decisions in all the main areas of critical strategic decisions in a realistic environment. This course is based on role-playing. Teams alternate decision making with assignments. The entire simulation is divided in eight periods and in four assignments. During the simulation each team manages an already existing medium-sized company for a two-years period, taking decision in main functional areas: R&D, purchasing, production, marketing, finance, and making strategic position in local and international markets. The Business Game is highly interactive, and combines data analysis, team work, negotiation, decision making, role playing, and group presentations.

Language(s) of Instruction
English

Host Institution Course Number
10582

Host Institution Course Title
STRATEGIC GROWTH - BUSINESS GAME

Host Institution Course Details

Host Institution Campus
University of Commerce Luigi Bocconi

Host Institution Faculty

Host Institution Degree

Host Institution Department
SDA Bocconi - School of Management

Course Last Reviewed

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