

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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