

# COURSE DETAIL

## BUSINESS SIMULATION AND STRATEGIC DECISIONS

**Country**

Hong Kong

**Host Institution**

Hong Kong University of Science and Technology (HKUST)

**Program(s)**

Hong Kong University of Science and Technology

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

139

**UCEAP Course Suffix****UCEAP Official Title**

BUSINESS SIMULATION AND STRATEGIC DECISIONS

**UCEAP Transcript Title**

BUSINESS SIMULATION

**UCEAP Quarter Units**

4.50

**UCEAP Semester Units**

3.00

**Course Description**

This course combines a case study discussion approach to illustrate strategic decision making in business with an integrated hands-on business simulation exercise as part of the learning process. The course discusses making strategic choices and evaluating options and tradeoffs in a competitive business simulated industry environment and develops a broad perspective in managerial decisions. Students also develop an appreciation of economic and social factors that drive modern global organizations.

**Language(s) of Instruction**

English

**Host Institution Course Number**

ISOM3100

**Host Institution Course Title**

BUSINESS SIMULATION AND STRATEGIC DECISIONS

**Host Institution Course Details****Host Institution Campus**

HKUST, Business

**Host Institution Faculty****Host Institution Degree****Host Institution Department**

Information Systems, Business Statistics, and Operations Management

**Course Last Reviewed**

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