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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