

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 Campus

HKUST, Business

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

Information Systems, Business Statistics, and Operations Management

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