



## Module:

# Simulations and Business Application Software

## Course:

# Business Simulation - General Management II

## Professor in charge:

Prof. Dr. Tobias Amely / Prof. Dr. Klaus Deimel

## Lecturer:

Prof. Dr. Tobias Amely / Prof. Dr. Klaus Deimel

## Target Group:

5<sup>th</sup> semesters

## Scope:

4 semester periods per week

## ECTS- Points:

5,0

## Workload:

Class Contact:	45,0 h
Examination according to §14 Abs. 4:	1,0 h
Examination preparatory:	19,0 h
Self study/preparatory and follow-up study:	40,0 h
Group Work:	45,0 h
Total:	150,0 h

## Objectives:

Defining and realising goals and strategies, Analysing business figures for management decisions, Improving communication skills, Experiencing team work and the process of decision making

## Contents:

Week	Content	References
1.	Introduction	manual, differnt textbooks of business administration (Cost accountig, Finance, Marketing, etc.)
2.	Test period	manual, differnt textbooks of business administration (Cost accountig, Finance, Marketing, etc.
3.	Period 1: Entering Market 1 with product 1	manual, differnt textbooks of business administration (Cost accountig, Finance, Marketing, etc.
4.	Period 2: Market 1 increase	manual, differnt textbooks of business administration (Cost accountig, Finance, Marketing,

		etc.
5.	Period 3: Improvemnt of product 1 new	manual, differnt textbooks of business administration (Cost accountig, Finance, Marketing, etc.
6.	Developing of a busniness plan	manual, differnt textbooks of business administration (Cost accountig, Finance, Marketing, etc.
7.	Presentations of the business plansduring a roadshow	manual, differnt textbooks of business administration (Cost accountig, Finance, Marketing, etc.
8.	Period 4: Introduction of product 1 new, Foreign market	manual, differnt textbooks of business administration (Cost accountig, Finance, Marketing, etc.
9.	Period 5: Developing of new product	manual, differnt textbooks of business administration (Cost accountig, Finance, Marketing, etc.
10.	Period 6: Introduction of the new product	manual, differnt textbooks of business administration (Cost accountig, Finance, Marketing, etc.
11.	Period 7: Introduction of the new product in the foreign market	manual, differnt textbooks of business administration (Cost accountig, Finance, Marketing, etc.
12.	Period 8. business as usual	manual, differnt textbooks of business administration (Cost accountig, Finance, Marketing, etc.
13.	Prepartion of the gernal meeting	manual, differnt textbooks of business administration (Cost accountig, Finance, Marketing, etc.
14.	General Meeting	manual, differnt textbooks of business administration (Cost accountig, Finance, Marketing, etc.
15.	Oral examinations	manual

## Teaching Methods:

Interactive Teaching and learning system based on: Learning business by doing business

## Examination:

Oral examination

## Language:

English 100%

## Planned Case Studies:

Business Simulation

## Miscellaneous:

Two obligatory presentations