

USM313 - Business Simulation

Présentation

Prérequis

M2 of Master in Management MIM:

- MR13403A Master in International Business and Corporate Development
- MR11802A Master in E-Business and Digital Marketing
- MR12002A Master in Project Management and Business Engineering

Objectifs pédagogiques

At the beginning and at the end of the year, students of Master 2 will be put together to join a fictitious environment in which they are going to run a business in a competitive framework, at different levels of difficulties. The first Business game constitutes a solid method for reviewing fundamental business concepts learnt in the Master 1.

The second Business game assures the knowledge learnt during the year, and require students a higher level of development in defining their company's strategies concerning production, commercial and financial policy.

Compétences

The PolyTech/Gaia business simulations propose a fictitious environment in which students are going to run a business in a competitive framework.

- Students -> Teams (Firms) run simulated businesses.
- Objectives -> Strategies (production, commercial, financial policy) -> Decisions -> Economic climate -> Final Results
- Interactions between participants inside a group (group dynamics leading to common decisions) or between groups (collaboration and/or competition in various forms).

Programme

Contenu

In this dynamic exercise, students, the players, who are divided up into teams, run simulated businesses competing on a given market.

One of key aspect of this simulation training is to promote interactions between students inside a group (group dynamics leading to common decisions) or between groups (collaboration and/or competition in various forms).

Modalités de validation

- Contrôle continu

Description des modalités de validation

Individual and group work, class participation.

Mis à jour le 13-03-2025



Code : USM313

Unité spécifique de type mixte

2 crédits

Responsabilité nationale :

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