



Subject	Module: Business Simulation
Course:	Business Simulation

Professor in charge:	Prof. Dr. Tobias Amely / Prof. Dr. Klaus Deimel
Target group:	3rd Semester
Lectures:	3 SWS
Aims:	<ul style="list-style-type: none">• Defining and realising goals and strategies in an international environment.• Analysing business trends and options for strategic management decisions.• Improving communication skills (presentation / visualisation techniques).• Experiencing team work and the process of decision making.
Contents:	<ul style="list-style-type: none">• SWOT-Analysis for different markets• Discussing strategic options for distribution/ sales• Discussing strategic options for production• Solving logistic problems• Developing Finance concepts for growing companies• Evaluation of companies• Make or buy decisions• Assessment of economic conditions (Inflation, Exchange rate, etc.)
Methods:	Course preparation by manual, Simulation, Teamwork, Presentations
Examination:	Oral exam
Literature	Suggested readings for the different topics according to the other modules of the programme
Language	English
Case Studies:	Interactive Teaching and learning system based on: "Learning business by doing business"