Courses in English
Course Description

Department 05 Building Services Engineering, Paper and Packaging Technology and Print and Media Technology
Course title Business Game "General Management"
Hours per week (SWS) 4
Number of ECTS credits 6
Course objective Define economic goals and strategies and implement them in a dynamic environment
Understand the fundamentals of marketing
Analyze financial figures and put insight into practice
Learn to use business tools like cost accounting and income analysis
Maintain control of a business under uncertain conditions
Maintain overall control of difficult tasks
Train the ability to structure and solve problems
Practice effective communication
Define and solve problems in teams with the aid of data-processed planning models
Make (better) business decisions
Gain experience thinking about the overall impact of your decisions
Prerequisites Recommended: Knowledge in accounting and basic knowledge in marketing.
Recommended reading
Teaching methods Interactive business game (see https://www.youtube.com/watch?v=l-BvZk9Darg); group work; presentational
Assessment methods Presentation; Term Paper
Language of instruction English
Name of lecturer Prof. Dr. Martin Delp
Email delp@hm.edu
Link
Course content The Business Development simulation provides an interactive environment with the following characteristics:
Participants have to manage their own virtual company in competition with other participant operated companies in the same market.
This involves making typical management decisions in a realistic environment.
The decision making process transpires in a team environment where interaction, communication and prioritization are of paramount importance.
Participants learn how to deal with risk and uncertainty while managing time and information constraints.
Through this risk-free learning environment, a high degree of transferable knowledge and skill leads to improved personal and professional development.
Remarks