

General Management (Simulation)	HMASIE	5.0	4
<p>The simulation is a challenging and current management simulation game. It covers all areas of a company from manufacturing, purchasing, human resources planning, research and development to marketing and sales.</p> <p>Furthermore, the simulation includes topics such as product life cycles, personnel qualifications, productivity, rationalization, environmental issues, corporate identity, share price and value-oriented corporate management.</p> <ul style="list-style-type: none"> • Corporate objectives and strategies • M&S: competitive analysis, marketing mix, product life cycles, product-launch, product launch, breakeven analysis, market research reports • R & D: technology, ecology, value analysis • Procurement / Warehousing: Optimal order quantity • Manufacturing process: investment, disinvestment, in-house production or external procurement, capacity planning, ecological production, rationalization • Personnel: Personnel Planning, qualifications, productivity, absenteeism, turnover • Value-based management and stock price <p><i>Please bring your own laptops with you.</i></p> <p><i>This lecture will be a block seminar. Please check Moodle and InfoSys for the exact dates regularly.</i></p>			
<p><i>*Prerequisites: sufficient knowledge of English and knowledge of Excel, Power Point, strong background in basics in financial accounting and bookkeeping required</i></p>			
<p><i>Examination: Written test and presentation.</i></p>			