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. 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.

- 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

Please bring your own laptops with you.
This lecture will be a block seminar. Please check Moodle and InfoSys for the exact dates regularly.

*Prerequisites: sufficient knowledge of English and knowledge of Excel, Power Point, strong background in basics in financial accounting and bookkeeping required

Examination: Written test and presentation.