


5.00 credits	30.0 h + 30.0 h	Q2
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Teacher(s)	Platten Isabelle ;Poncin Ingrid ;
Language :	French
Place of the course	Mons
Main themes	<p>The seminar heightens students awareness, through a fun-pedagogical situation, to the interaction of the various managerial decisions (strategy, marketing, production, finance) as well as to the taking into account of the competitive relations and the economic context in the decision making.</p> <p>It introduces students to business management via the accounting information system and the reading of economic information.</p> <p>The seminar is also an opportunity to use digital tools for decision-making (initiation to the use of a spreadsheet), to become familiar with team work and to develop written and oral communication skills.</p>
Learning outcomes	<p>At the end of this learning unit, the student is able to : Given the « competencies referential » linked to the LSM Bachelor in Management and Business Engineering, this course mainly develops the following competencies:</p> <ul style="list-style-type: none"> • 2.4. Apply knowledge gained from different subjects to solve a simple but concrete management problem. • 3.2. Apply clear and structured analytical reasoning, conceptual frameworks and science-based models to describe and analyse a simple but concrete problem and offer a solution. • 5.1. Understand the internal workings of a company of limited size and complexity. • 5.2. Understand these workings, place them in their socio-economic context and identify the interdisciplinary issues. • 5.4. Use software from different fields to solve a management problem. • 6. Become a team player • 7.1. Organise the process: working as a team, and with consideration for the pre-defined objectives, plan and develop all the stages of a project and commit to it collectively, having allocated the tasks. • 8.4. Using computer tools, create graphs and tables that meet scientific standards. • 8.5. Master basic software for effective communication. • 9.2. Self-awareness and self-control: be aware of, and control, your own feelings and emotions, manage stress, stand back and cast a critical eye over your own output and actions to identify your strengths and weaknesses. <p>At the end of the class, the student will be able to:</p> <ul style="list-style-type: none"> • describe the interaction between the different managerial decisions in the company as well as the impact of competitors and the economic context on performance; • perform a basic SWOT analysis of a company; • use the financial information system to make steering decisions, using a spreadsheet; • manage, as a group, a project of limited scope, by planning the work of the team and the role of each; • use basic software for the written and oral presentation of the results of group work.
Evaluation methods	<p>Continuous assessment. Half of the overall grade of the course will be obtained by the performance of the student's group in the business simulation, and the other half by the active participation in all the pedagogical activities including the engagement during the simulation, the intermediate works and the final presentation....</p> <p>No resit examen or assessment</p> <p>Note: In all work for this course (individual or group), sources of information must be systematically cited, in compliance with bibliographic referencing standards. If the student has used a generative AI, he/she is required to systematically indicate which parts of the work have been processed using this tool, adding a footnote specifying whether the AI was used and for what purpose (information retrieval, text writing and/or text correction). Students remain fully responsible for the content of their work, regardless of the sources used. Thus, by submitting a piece of work for assessment, the student affirms: (i) that it faithfully reflects the phenomenon studied, and for this he/she must have verified the facts; (ii) that he/she has complied with all the specific requirements of the work entrusted to him/her, in particular the requirements for transparency and documentation of the scientific approach used. If any of these statements is not true, whether intentionally or through negligence, the student is in default of his/her ethical commitment to the knowledge produced in the course of his/her work, and possibly to other aspects of academic integrity, which constitutes academic misconduct and will be considered as such.</p> <p>No resit examen or assessment</p>

Teaching methods	<p>Serious gaming</p> <ul style="list-style-type: none"> • Business game simulation by groups • Educational escape game <p>Office tools Written and oral communication skills</p>
Content	<p>This seminar offers an introduction to business management in a world in transition. Students will be introduced to business management through various pedagogical activities including the management of a fictitious company in a competitive mode, the use of office automation tools, the mobilization of collaboration and communication tools</p>
Inline resources	<p>All course materials will be available on Moodle</p>
Other infos	<p>The EU is an integrative activity that will take place in a condensed form at the beginning of the second semester (one week). <u>Attendance is mandatory</u> during the whole week.</p>
Faculty or entity in charge	<p>CLSM</p>

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Bachelor : Business Engineering	INGM1BA	5		
Bachelor in Management	GESM1BA	5		