UCLouvain

becge1329

2025

Firm's management - simulation game

6.00 credits	45.0 h	Q2

This learning unit is not open to incoming exchange students!

Teacher(s)	Girard Alexandre ;
Language :	French
Place of the course	Bruxelles Saint-Louis
Prerequisites	*The prerequisite(s) for this Teaching Unit (Unité d'enseignement – UE) for the programmes/courses that offer this Teaching Unit are specified at the end of this sheet.*
Learning outcomes	**At the end of this learning unit, the student is able to :** · apply the knowledge acquired through their training to a business management simulation. · make the link between theory and the practical problems associated with business management. · understand the complexity of balancing different economic situations · implement effective problem-solving strategies as part of a team. · deal with the difficulties associated with working together · develop their ability to collaborate, which will be crucial to their learning and their professional lives.
Evaluation methods	The evaluation is founded on the quality of team's decisions, on the interactions with the stakeholders (labor unions, banks, insurance companies, board members…) and on the quality of managers' reports. Therefore, the final grade is made of: - An evaluation of 8 decisions - An evaluation of the quality of the interaction with the stakeholders - An evaluation of managers' reports: o Executive summary (end of 1st year) o A marketing plan (if required) o A final report that will be presented at the annual stockholder's meeting o Potential additional reports depending on the scenario: (social reports, wind up reports, grant application forms, investment requests…) - An evaluation of the annual report presentation - An assessment by the peers of the annual report presentation - An assessment by the peers of the overall managing performance Absence to any of the teaching activities will be treated as an absence to the entire course. During the second session, an assessment of similar skills is carried out via the submission of a report defended orally.
Teaching methods	Face-to-face lectures, 1st term, The course consists of 45 hours of lectures and 15 hours of tutorial sessions.
Content	The Business game course/seminar is an exercise of group decision-making in management. By means of a computerized business game, the students are entrusted of a virtual company for two years and exercise all the functions of management (production, finance, marketing, HR, etc.) in realistic conditions (competition between firms in a dynamic environment). On the basis of the analysis of a initial situation characterized by a recent factory fire, the participants set their objectives and medium-term plans. Then, they make 8 decisions concerning all the functions of the company. The interaction between these decisions, those of their competitors and the economic and social situation influence the result of each firm. On the basis of these results, successive decisions are made. At the end of the simulation, the companies' progress and final situation are analyzed and evaluated.
Faculty or entity in charge	ESPB

Programmes containing this learning unit (UE)

Program title	Acronym	Credits	Prerequisite	Learning outcomes
Bachelor in Economics and Management	ECGB1BA	6	BECGE1213 AND BECGE1322 AND BECGE1115	
Bachelor in Economics and Management (French-English)	ECAB1BA	6	BECGE1213 AND EKULB1320 AND BECGE1116	
Bachelor in Economics and Management (French-Dutch-English)	ECTB1BA	6	BECGE1213 AND BECGE1324 AND BECGE1117	
Bachelor : Business Engineering	INGB1BA	6	BECGE1213 AND BECGE1322 AND BECGE1115	
Bachelor : Business Engineering (French-English)	INAB1BA	6	BECGE1213 AND EKULB1320 AND BECGE1116	
Bachelor : Business Engineering (French-Dutch-English)	INTB1BA	6	BECGE1213 AND BECGE1324 AND BECGE1117	