

« MASTER'S DEGREE 2 » LEVEL

MENTION : MANAGEMENT ET COMMERCE INTERNATIONAL
DISTINCTION: MANAGEMENT AND INTERNATIONAL TRADE

PARCOURS : STRATEGIES & MANAGEMENT INTERNATIONAL ("SMI")
CAREER: STRATEGIES AND INTERNATIONAL MANAGEMENT

INTERNATIONAL BUSINESS GAMES

TEACHER:

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TEACHING OBJECTIVES:

The main objective of the course is to get a better understanding of real life business situations through different simulations. In order to be successful, students will have to take many elements into account: decision-making, human resources, finance, supply and demand, supply chain management, negotiating, communication, as well as ethics. The students will have to come up with strategies to overcome the "luck" factor in games and show critical thinking during feedback.

Students will also create an international company in groups and write a business plan for it.

PREREQUISITE:

None

PLAN :

Session 1:

- Presenting the program, the grading system, the objectives and the assignments
- Defining business games and their purpose (with a focus on the differences between leisure games and business games)
- Predicting then looking at facts about Monopoly and its origins
- Reminder of Monopoly rules as well as additional rules to be ready for a full game next class
- Example situations: critical thinking to overcome the luck factor

Session 2:

- Playing a full Monopoly game with the modified rules
- Feedback: how did students play differently compared to when they play outside class? What strategy did they adopt, and what could they have done differently to change the outcome?
- Critical thinking questionnaire to fill in
- Explaining the requirements and basic rules of the "Trading Game" for next class

Session 3:

- Gathering and studying facts about different countries of various economic backgrounds
- Playing "The Trading Game" where students will try to maximize profit using their countries' assets and negotiating with others
- Feedback: analyzing the results. How could the profits have been better ? Were the situations fair ? How does it reflect actual world economy?
- Explaining students what their company creation task will be. Create groups and discuss the different elements that have to be taken into account when starting a business (business plan outline)

Session 4:

- Defining and discussing Supply Chain Management (with examples and critical thinking exercises)
- Presenting the "Beer Distribution Game"
- Playing the game, where students will try to minimize overall supply chain costs
- Feedback and analysis of results

Session 5:

- Handing in the Business Plan
- Oral presentation (with visual support) of their company. The English level of the students will be assessed.

BIBLIOGRAPHIC ELEMENTS:

Please read before session 1:

- <https://goodmenproject.com/ethics-values/monopoly-almost-as-unfair-as-real-life/>
- <https://aeon.co/ideas/monopoly-was-invented-to-demonstrate-the-evils-of-capitalism>

Please read before session 3:

- <https://www.marketing91.com/objectives-of-business-plan/>

Please read before session 4:

- <https://www.cips.org/knowledge/procurement-topics-and-skills/operations-management/bullwhip-effect-in-supply-chain/>