Business Game

Module Code | IBM 15
Workload | 90 hrs.
Credits | 3
Semester | 4
Frequency of Module | Only summer semester
Duration | 1 Semester

1. Module Components
   a) Business Simulation

   Teaching Language
   a) English

   Contact Hours
   a) 22.5 hrs.

   Self Study
   a) 67.5 hrs.

   Class Size
   a) 50

2. Learning Outcomes

   After successful participation in the module the students ...

   Comprehension (2)
   ... ... recognize the success factors of effective and efficient teamwork
   ... ... discuss financial information and draw conclusions for future business decisions.

   Application (3)
   ... ... apply various business methods and tools taught in preceding modules.

   Analysis (4)
   ... ... understand and appreciate the dynamics of industrial competition
   ... ... analyze complex business situations.

   Synthesis (5)
   ... ... formulate and implement a concise, comprehensive, and integrated set of decisions that contribute to increasing company value.

   Evaluation (6)
   ... ... interpret the consequences of business decisions in order to draw conclusion for future value creation.

3. Individual Component Content

   a) This modules combines large parts of the study program and prepares students for a responsible managerial position by simulating decision-making situations in the functional areas of

   - marketing
   - purchasing
   - production
   - human resource management
   - finance and accounting.
<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
</tr>
</thead>
</table>
| 4 | **Teaching Methods**  
a) Workshop |
| 5 | **Prerequisites**  
Students should have successfully completed the business-related Foundation Studies modules (Semesters 1, 2). Generally, it is assumed that students enter the module with knowledge of the functional business areas of accounting, finance, human resources, information systems, marketing, and operations. |
| 6 | **Methods of Assessment**  
a) Graded Assessment 1sbA (Practical Work) (3 LP) |
| 7 | **Applicability of Module**  
International Business Management B.A. (IBM) |
| 8 | **Person Responsible for Module**  
Prof. Dr. Ruetger Conzelmann (Module Responsible) |
| 9 | **Reading List (Core Texts and Recommended Texts)**  
a) TOPSIM, General Management II, Participants' Manual |