

<b>M12 Strategic Case Study - Simulation</b>	
<b>Lecturer</b> Prof. Dr. Michael Freiboth	<b>Module coordinator</b> Prof. Dr. Michael Freiboth
<b>Content</b> This course involves the practical application of strategic concepts to a business simulation. Students will have to manage a fictional company based on financial documents and business reports.	
<b>Prerequisite for Participation</b> <ul style="list-style-type: none"> <li>• Second-Semester IBF</li> </ul>	
<b>Preparation / Suggested Reading</b> <ul style="list-style-type: none"> <li>• <i>Simulation Manual</i></li> </ul>	
<b>Intendend learning outcomes</b> <ul style="list-style-type: none"> <li>• Experience in strategic policy formulation and implementation</li> <li>• Experience in financial planning based on financial reports</li> <li>• Decision-making with limited information and time pressure</li> <li>• Understanding of holistic concept of strategy for the entire firm</li> <li>• Understanding functional strategic concepts</li> <li>• Teamwork and cooperation</li> <li>• Application of financial reports and cost accounting reports to strategic decision making.</li> </ul>	
<b>Teaching &amp; Learning methods</b> <ul style="list-style-type: none"> <li>• <i>Classroom Workshop</i>: Applying the learned concepts and tools gained from strategic courses to business situation</li> </ul>	
<b>Practicability of course within other courses of the program</b> <ul style="list-style-type: none"> <li>• The lecture should enable students to develop an understanding for strategic decision making under time pressure.</li> <li>• This course links in with the strategy and financial courses from first and second semester.</li> </ul>	
<b>Literature</b> <ul style="list-style-type: none"> <li>• <i>Simulation Manual</i></li> <li>• Articles on strategic decision making</li> </ul>	

**Course organisation**

<b>ECTS-Credits</b> 6	<b>SWS</b> 4	<b>Language</b> English
<b>Kind of module</b> Standard Module of second term IBF program	<b>Turnus</b> Summer term	<b>Duration</b> 1 term
<b>Workload</b> 6 ECTS-Credits x 30 hours = 180 hours combined out of:		
<b>Attendance</b> Preparation Course 3 Days * 3 hours = 9 hours Workshop 4 days * 10 hours = 40 hours	<b>Preparation / Homework / Self-study</b>  5 days * 8 hours = 40 hours	<b>Time for exercises and group work</b>  15 weeks * 2 hours = 30 hours
<b>Semester project / Presentation</b>  30 hours	<b>Exam preparation</b>  30 hours for report and presentation	<b>Exam time</b>  No Exam
<b>Prerequisite for the exam</b> Attendance and participation in the strategic workshop.		
<b>Exam requirements</b> ----	<b>Weighting in examination</b> • Written Report: 100 %	