

EXTRA-ACTIVITY COURSE

“TRANSLATING THEORY INTO PRACTICE THROUGH BUSINESS GAMES”

*"What we have to learn to do, we learn by doing."
Aristotle*

November/December 2017 – 3 CFU

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COURSE AIM

The business game course allows for a multidisciplinary approach and it offers students the possibility to manage their own enterprise in a competitive market. Through this simulation game, students can explore their knowledge of business management, they can train their writing and conversation skills in a foreign language and they can apply a number of management skills (such as: teamwork, time management, and self-assessment). The participants will have a holistic view of a company's different functions and their interdependencies.

BUSINESS GAME SCENARIO DESCRIPTION

General Management Business Game (GMBG) is a simulation game developed on Business Game Studio Platform (BGS) by Artémat. GMBG allows simulating the competition in the Information & Communication Technology (ICT) market: each team has to lead a virtual company with the aim to produce and sell two different typologies of mobile device (Smartphone and Tablet). In the ICT sector, the performances of companies and the competitive advantage are influenced by competences of the staff, the technological innovation, the research and development activity, pricing policy, and marketing strategy. The Business Success is determined by the value of the company, calculated as the Equity Value, which depends on two main elements: Financial Value and Intangible Value. The simulations put participants into a competitive situation and they have to use all their problem solving, creativity, strategic analysis and decision-making skills in order to win.

ATTENDANCE AND ASSIGNMENT

Students have to attend minimum 75% of the lectures (i.e., 3 out of 4 lesson days).

The attendance is compulsory for the first and the last lesson days.

During the last day, each team will have to perform a “3MinutePitch” and each student will have to complete a short multiple-choices test.

VALUATION

The attendance percentage and the results obtained at the test will give a PASS/NO PASS result.

CALENDAR

The course is scheduled for the 2nd module of the 1st semester (a.y. 2017-2018).

TIME SCHEDULE

Day	Description	Hours & Room
Friday 10th November	<p><u>Introduction session:</u> Presentation of the scenario Team formation (3/5 members per team) Presentation of the game interface Pitch format Handbook</p>	14.00-18.00 T7
Friday 17th November	<p>Credentials and game link</p> <p><u>Demo round:</u></p> <ul style="list-style-type: none"> • Start of the demo simulation round • Deadline of the demo simulation round • Debriefing and Q&A (Facilitator and participants) • Analysis of the demo round results (participants) <p><u>First round:</u></p> <ul style="list-style-type: none"> • Start of first simulation round • Deadline of the first simulation round • Debriefing and Q&A (Facilitator and participants) <p><u>Second round:</u></p> <ul style="list-style-type: none"> • Start of second simulation round • Deadline of the second simulation round • Debriefing and Q&A (Facilitator and participants) <p>“Unexpected event”</p>	14.00-18.00 S2
Friday 24th November	<p><u>Third round:</u></p> <ul style="list-style-type: none"> • Start of third simulation round • Deadline of the third simulation round • Debriefing and Q&A (Facilitator and participants) <p><u>Fourth round:</u></p> <ul style="list-style-type: none"> • Start of fourth simulation round • Deadline of the fourth simulation round • Debriefing and Q&A (Facilitator and participants) 	14.00-16.00 T3 16.00-18.00 S2
Friday 1st December	<p><u>Fifth round:</u></p> <ul style="list-style-type: none"> • Start of fifth simulation round • Deadline of the fifth simulation round • Debriefing and Q&A (Facilitator and participants) <p><u>Sixth round:</u></p> <ul style="list-style-type: none"> • Final simulation round • Final Debriefing <p><u>Closing session:</u></p> <ul style="list-style-type: none"> • 3MinutePitch • Test • Proclamation of the winners 	14.00-16.00 S2 16.00-18.00 T3

If you need further information, or if you have any doubts or questions, please write an email to luna.leoni@uniroma2.it.