



Department	14 Tourism
Course title	Strategic Business Simulation
Hours per week (SWS)	4
Number of ECTS credits	5
Course objective	Students will be able to understand the influence of various business functions on the success of an enterprise. They will apply their theoretical study related knowledge comprehensively on the development of a business and describe the drivers of success and to present those verbally and in writing. Furthermore, students will be able to operate a business autonomously by understanding the specific drivers of economic success. They will also analyze the context and the key drivers of a business and to create a strategy on their own to achieve, competitive advantages. They will be able to develop a business by interacting with peers. Students will be enabled to verbalize and visualize their approach and present it to others.
Prerequisites	see forward clause in the study and examination regulation
Recommended reading	a detailed description of the simulation software plus supporting readings will be provided
Teaching methods	IT-enabled business simulation, instruction seminar with final presentation, group work
Assessment methods	written assignment or oral presentation (according to study plan)
Language of instruction	English
Name of lecturer	Prof. Dr. Sterzenbach
Email	sven.sterzenbach@hm.edu
Link	
Course content	Based on the theoretical knowledge of almost every other module of the Bachelor program relevant business functions to successfully develop a business will be applied. The IT-based management simulation will foster learning by condensing the decision making and directly presenting the results of each team's actions. In particular the following topics will be covered: the strategic framework of a business, business functions and drivers of success, decision making in a fast-changing environment, reporting of financial and non-financial performance, team and project work and the management of team dynamics.
Remarks	