

## Courses in English Course Description

<b>Department</b>	13 General and Interdisciplinary Studies
<b>Course title</b>	<b>Global Management Simulation (online course)</b>
<b>Hours per week (SWS)</b>	2
<b>Number of ECTS credits</b>	2
<b>Course objective</b>	The web based management simulation allows students to develop and execute a complete international marketing strategy including: market opportunity analysis, product development, advertising, pricing, basic sales force management decisions, simplified profit analysis. They learn how to analyze complex information to enable profound decision making in the team.
<b>Prerequisites</b>	
<b>Recommended reading</b>	A list of relevant literature will be provided in the course.
<b>Teaching methods</b>	Simulation, coaching, lectures.
<b>Assessment methods</b>	
<b>Language of instruction</b>	English
<b>Name of lecturer</b>	Prof. Dr. Daniel Ittstein
<b>Email</b>	<a href="mailto:daniel.ittstein@hm.edu">daniel.ittstein@hm.edu</a>
<b>Link</b>	
<b>Course content</b>	The web based management simulation introduces students to the basic concepts of marketing. Setting: A large, international firm has decided to enter a specific business field. It has formed a new marketing division to pursue this business opportunity. Students are now asked to manage this division. They will be responsible for introducing a new line of products into different international markets. They have control of the division and its marketing mix for several periods. Within this time frame, headquarters expects to see a self-sufficient and profitable division. Throughout the exercise, student teams receive information on customer needs as well as feedback on customer satisfaction with brands, prices and advertising. They discover how their marketing actions reflect in both brand profitability and firm profitability. Students learn to study competitive tactics and adjust their marketing strategy to stay ahead of the competition.
<b>Remarks</b>	This is a 100% online course. Reading material and web based simulation will be in English.