# Courses in English
## Course Description

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| **Department** | 09 Engineering and Management |
| **Course title** | **Strategic Business Simulation** |
| **Course number** | |
| **Hours per week (SWS)** | 4 |
| **Number of ECTS credits** | 5 |
| **Course objective** | After successfully completing the course, students are able to:<br>□ Understand, analyse, and customer requirements and transform them into a complete business strategy, including product design, pricing, sales, and sales force management (skill levels 2, 3, 4)<br>□ Apply measures that affect both product profitability and efficiency (competence level 3)<br>□ Apply modern methods of internet marketing, such as SEO and organic search engine marketing (competence level 3).<br>□ Evaluate different strategies and concepts for sales and marketing strategies and define success factors for an overall business strategy (competence level 6) |
| **Prerequisites** | Basics Marketing |
| **Recommended reading** | Will be announced in the 1st lecture. |
| **Teaching methods** | Seminars, exercises |
| **Assessment methods** | Module work<br>In the module work the students have to prepare 10-15 pages in teams of a maximum of 3 students.<br>The results are presented in a 15-minute presentation.<br>The lecturer will give further details during the first course. |
| **Language of instruction** | English |
| **Name of lecturer** | Prof. Dr. Mathias Gabrysch |
| **Email** | mathias.gabrysch@hm.edu |
| **Link** | https://wi.hm.edu/kontakte_de/phonebook_detailseite_13888.de.html |
| **Course content** | □ Student teams will build up a new carbon bike sales division in North America / Europe, Latin America / Middle East / Africa and Asia / Pacific<br>□ The groups compete against each other for a total of eight quarters<br>□ Q1: Organization of the team, naming the company and commissioning a survey of potential customers.<br>□ Q2: Analysis of the market information, definition of the strategic direction and establishment of a business. Designing products and setting up sales offices.<br>□ Q3: Testing the market with the designed products, setting the market prices, designing advertisements and media campaigns, organizing the sales staff.<br>□ Q4: Analysis of customer feedback, competition and financial performance. Strategy adjustments.<br>□ Q5: Create a one-year marketing plan. Present the marketing plan.<br>□ Q6-8: Refine the marketing strategy.<br>□ Final presentation and critical review of the results and decisions made. |
| **Remarks** | |