Courses in English
Course Description

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: □ 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) □ Apply measures that affect both product profitability and efficiency (competence level 3) □ Apply modern methods of internet marketing, such as SEO and organic search engine marketing (competence level 3). □ 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 In the module work the students have to prepare 10-15 pages in teams of a maximum of 3 students. The results are presented in a 15-minute presentation. 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 □ The groups compete against each other for a total of eight quarters □ Q1: Organization of the team, naming the company and commissioning a survey of potential customers. □ Q2: Analysis of the market information, definition of the strategic direction and establishment of a business. Designing products and setting up sales offices. □ Q3: Testing the market with the designed products, setting the market prices, designing advertisements and media campaigns, organizing the sales staff. □ Q4: Analysis of customer feedback, competition and financial performance. Strategy adjustments. □ Q5: Create a one-year marketing plan. Present the marketing plan. □ Q6-8: Refine the marketing strategy. □ Final presentation and critical review of the results and decisions made.
Remarks	