Course Descriptions None 2024-2025

Course Title	Management Game
Course Code	EBS1005
ECTS Credits	4,0
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
6	23-6-2025	6-7-2025	C				

Level	Introductory
Coordinator	Peter Bollen For more information:p.bollen@maastrichtuniversity.nl
Language of instruction	English
Goals	Apply the knowledge of the courses in the 1st year IB in a simulated real-life business organisation
Description	The Market Place Business (Management) game was designed to let participants experience the specific problems of worldwide business operations. The complexity of the game is such that team collaboration is required for a good result. The Market Place Business (Management) game requires participants to make a number of interrelated decisions. For example, Market Place (Integrated) Business (Management) game teams have to decide which brands to design, produce and sell, whether to enter a foreign market, whether to invest in Research and Development for increasing value of their brands, which investment and finance policies to follow, and how to advertise their brands.
Literature	The Market Place Business (Management) game licence can be bought from the IL-center. Every student has (will) receive(d) an e-mail from IL-center which contains the instructions for obtaining the license and making the payment. Remember every student needs an individual license.
Prerequisites	Required knowledge for exchange students: Knowledge on an introductory level on; organisation, strategy, marketing, accounting, finance and supply chain management An advanced level of English.
Teaching methods	Papers / Groupwork / Skills
Assessment methods	Participation / Assignment
Evaluation in previous academic year	For the complete evaluation of this course please click http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM

This course belongs to the following programme / specialisation

Bachelor International Business - Emerging Markets	Year 1 Compulsory Skill(s)
Bachelor International Business	Year 1 Compulsory Skill(s)
SBE Exchange Bachelor	Bachelor Exchange Skills
SBE Exchange Master	Bachelor Exchange Skills
SBE Non Degree Courses	Bachelor Courses