

Course Descriptions Bachelor 2023-2024

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		24-6-2024	5-7-2024	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