

Module title Business Simulation				
Module code BS	Level Bachelor (B.Sc.)	Hours per week 4	ECTS credits 5	Duration 1 semester
Module instructor Prof. Dr. Duttler		Lecture type Project work	Prerequisite(s) General management	Grading Seminar paper
Objectives <ul style="list-style-type: none"> • Deepen general management expertise and business judgement using software to simulate running of a business • Acquiring social competence and team skills • Development of presentation skills 				
Content <ul style="list-style-type: none"> • General: Group organization, demand planning, production planning, Human resource planning, supply planning, financial and Liquidity planning, cost and profit planning, Contribution margin accounting, annual financial statements, Plan-analysis, presentation of the final results. • Used simulations: SEED (Haptic Simulation Game); TOPSIM General Management II (13.0) • Special tasks: stand-up presentations on selected management topics, press articles, advertising concepts, website, corporate branding/identity, corporate social responsibility, etc. 				
Textbook/teaching material <ul style="list-style-type: none"> • User manuals of business simulation software • Lecture notes 				

Note: this is not the official course descriptor according to the "Studien- und Prüfungsordnung" (SPO)