

Business Game

Level: Bachelor's Degree (Year 3)

Program: Economics

Semester: 6

Course Duration: 20 hours

Teacher: Cyril CHAMBEFORT

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Course Objectives:

The business game course aims to put students in real-life business management situations, enabling them to make strategic decisions. Students are divided into competing groups representing different companies. The objectives of the course are as follows: 1) Apply theoretical knowledge; 2) Develop decision-making skills; 3) Understand strategic interaction; 4) Promote teamwork. This course provides practical experience where students analyze options, evaluate risks and opportunities, and anticipate competitor actions. They develop key skills for the business world.

Developed Skills:

1. Strategic decision-making skills
2. Market analysis and understanding of economic trends
3. Financial management and analysis of financial statements
4. Ability to assess risks and opportunities
5. Human resource management skills
6. Communication skills
7. Ability to work in teams
8. Adaptability and flexibility in response to market changes
9. Ability to present and defend one's strategy

Grading system: Written report + Oral presentation on the development and adaptation of the group's strategy

Prerequisites: Basic knowledge of fundamental principles in business management: It is important to have a basic understanding of key concepts in management, such as finance, strategy, and marketing.

Bibliography/References:

- **Stratégique, 2020**, Gerry Johnson, Richard Whittington, Kevan Scholes, Duncan Angwin, Patrick Regnér, Frédéric Fréry, Pearson.
- **Finance d'entreprise, 2020**, Jonathan Berk, Peter DeMarzo, Gunther Capelle-Blancard, Nicolas Couderc, Pearson.