


BUSINESS SIMULATION

Course Introduction

Overview	<p>The Business Simulation course is for those who want to apply problem solving techniques to multi-faceted business strategy situations that go deeper/wider than scenarios experienced in the “Strategy” course. Includes more sophisticated business analysis, marketing and strategy concepts with goal of completing a market-oriented strategic business plan in a PC-based team simulation over last 5 weeks of the course. Case studies used as the basis for exploration and discussion of strategic issues. By the end of the course, students will be able to put together a strategic business plan and present it to the class (team).</p>
Topics	<p>BASIC SKILL BUILDING (2 sessions) Teaches how to solve inter-connected business problems in complex business situations with an emphasis on strategy, marketing and finance.</p> <p>CASE DISCUSSION, PRESENTATIONS, SIMULATION (8 sessions) Applying strategy concepts in the real world Ongoing team business simulation (StratSim simulation)</p> <p><u>Tools utilized:</u> Situation analysis (SWOT, vision/mission statements, 5-forces, value chain); Marketing (marketing strategy, segment, product life cycle, 4Ps); Finance (cash flow, breakeven, value creation)</p> <p>Cases: Apple Inc., Gap Stores, Renault-Nissan Alliance, “StratSim” business simulation case (plus selected annual report extracts on Sony Corp.)</p>
In-Class	<p>Interactive course combines short lectures with practical in-class activities and business cases. Classes end with team projects/presentations.</p>
Pre-Class	<p>3 or 4 hours per week preparation including assigned exercises, reading materials, answering pre-assigned questions, and working on PC simulation</p>
Class Time	<p>Saturdays 16:00 – 18:30</p> <p>*10 weekly sessions</p>
Instructor	<div data-bbox="363 1886 545 2089" data-label="Image"> </div> <p>Nigel Denscombe Denscombe Corporation http://www.denscombe.co.jp/2010/CEO_profile.html</p>

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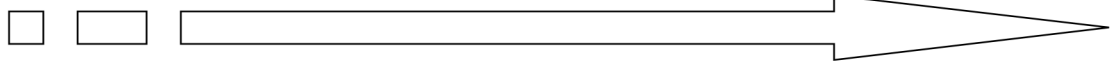
Course Syllabus

Week1	BASIC SKILL BUILDING – PART 1 Problem Solving & Strategic Business Planning Environmental analysis / SWOT matrix, value chain & stakeholders Team exercise: Sony Corporation (1)
Week2	BASIC SKILL BUILDING – PART 2 5-forces industry analysis, Vision / Mission classic competitive strategies Team exercise: Sony Corporation (2)
Week3	CASE DISCUSSION, PRESENTATIONS & SIMULATION Case “ <u>Apple Inc.</u> ” (Harvard Business School)
Week4	CASE DISCUSSION, PRESENTATIONS & SIMULATION Case <u>StratSim – Automotive industry business simulation</u> SIMULATION – Team planning & Practice decision-making round
Week5	CASE DISCUSSION, PRESENTATIONS & SIMULATION SIMULATION – Year 1 – 1st round decisions
Week6	CASE DISCUSSION, PRESENTATIONS & SIMULATION Case <u>Gap, Inc.</u> (Harvard Business School) SIMULATION – Year 2 – 2nd round decisions
Week7	CASE DISCUSSION, PRESENTATIONS & SIMULATION SIMULATION – Year 3 – 3rd round decisions
Week8	CASE DISCUSSION, PRESENTATIONS & SIMULATION Case <u>The Renault-Nissan Alliance</u> (Harvard Business School) SIMULATION – Year 4 and 5 – 4th and 5th round decisions
Week9	CASE DISCUSSION, PRESENTATIONS & SIMULATION SIMULATION – Review and preparation for Week 10 team presentation
Week10	FINAL PRESENTATION (TEAM / POWERPOINT) SIMULATION – Final team presentation on future strategic business plan *Business plan focused on simulation results and priorities for the future
Instructor	 Nigel Denscombe Denscombe Corporation http://www.denscombe.co.jp/2010/CEO_profile.html

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Business Simulation – COURSE OVERVIEW



- Weeks 1-2: Key elements of business strategy
- Weeks 3-9: Team simulation & case studies
- Week 10: Team simulation review-Presentation
- *Case studies: Apple, GAP, Nissan, StratSim*
- *Online PC simulation – Overall company*
- *Weekly team presentations (whiteboard)*
- *PowerPoint team presentation (Week 10)*