

MBA AMI EIPB PROGRAMS

Course Title:	Intopia Business Simulation
Hours:	20
ECTS Credits:	
Instructors:	Francis Bidault & Alessio Castello

➤ DESCRIPTION AND LEARNING OBJECTIVES OF THE COURSE

During this course, participants can expect to learn about the following:

- Understand how a business operates.
- Understand the role and interdependence of the different functions (such as production, finance, marketing, R&D, etc.).
- Understand how “context” (value chain, business cycle, events, and gossips) impacts business.
- The crucial roles of “Cash management”.
- Communication/negotiation with business partners (B2B).
- the importance of interpersonal relationships.

➤ TOPICS OF EACH SESSION OR SUMMARY OF THE COURSE

The objective of this course is to provide participants with an opportunity to develop managerial knowledge and skills through a practical exercise that consists in running virtual companies.

Because management is fundamentally a “discipline” devoted to decision-making and action, we have decided to put the participants in a situation as similar as possible to what managers go through. This will be done with a business simulation whereby participants in teams will be handed over a virtual company which they have to manage over 9 quarters.

There will be a few briefing sessions (lectures) typically at the beginning of each half-day devoted to the business game. But most of the time will be spent in teams preparing their company’s decision, analyzing results, negotiating with other teams with the support and advice of Faculty. The course is therefore primarily action-oriented.

➤ **EVALUATION AND GRADING**

The final individual grade will be composed of two components: the team performance (80%) and the individual grade based on two quizzes taken during the course (20%).

The team performance is based on several components: quality of the initial business plan and the revised business plan; company performance relative to the other teams (retained earnings, dividends paid, supplier credits, company working conditions at the end of the simulation); and the quality of the final shareholder presentation.

➤ **SCHEDULE**

Thursday January 7, 2016, 08:00 to 10:00. Amphi 6 – Briefing

Friday January 22, 2016, 13:30 to 19:30. Rooms: 2A40-SJA2, 2A46-SJA2, 2B30-SJA2, 2B36-SJA2

Saturday January 23, 2016, 08:30 to 11:30. Rooms: 2A40-SJA2, 2A46-SJA2, 2B30-SJA2, 2B36-SJA2

Friday January 29, 2016, 13:30 to 19:30. Rooms: 2A40-SJA2, 2A46-SJA2, 2B30-SJA2, 2B36-SJA2

Saturday January 30, 2016, 08:30 to 12:30. Rooms: 2A40-SJA2, 2A46-SJA2, 2B30-SJA2, 2B36-SJA2

Friday February 5, 2016, 13:30 to 19:30. Rooms: 2A40-SJA2, 2A46-SJA2, 2B30-SJA2, 2B36-SJA2

Saturday February 6, 2016, 08:30 to 12:30. Rooms: 2A40-SJA2, 2A46-SJA2, 2B30-SJA2, 2B36-SJA2

Friday February 12, 2016, 13:30 to 19:30. Rooms: 2A40-SJA2, 2A46-SJA2, 2B30-SJA2, 2B36-SJA2

Saturday February 13, 2016, 08:30 to 12:30. Rooms: 2A40-SJA2, 2A46-SJA2, 2B30-SJA2, 2B36-SJA2

➤ **REGISTRATION**

The business game will be played in teams formed by Faculty.

For that reason, students must register with the Faculty.

Each student who wants to participate in the business game must send an email before January 6, 2016 at: intopialAE@gmail.com

➤ **BIBLIOGRAPHY**

On the first class participants will receive two documents that they **must** read before the simulation starts on January 22, 2016:

- The INTOPIA Brief that summarizes key features in the simulation.
- The INTOPIA Executive Guide which is the “player’s manual” containing all detailed rules and parameters for the simulation. Participants are expected to read thoroughly this second document in order to understand the rules of the INTOPIA world before the beginning of the second class of the course.