

MBA AMI EIPB PROGRAMS

Course Title:	Intopia Business Simulation
Hours:	40
ECTS Credits:	
Instructors:	Francis Bidault & Alessio Castello

This course provides participants with an opportunity to setup a business and run it for a couple of years within a given value chain (manufacturing and distribution of information technology products and services).

➤ 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.
- Communication/negotiation with business partners (B2B).
- Appreciate the importance of interpersonal relationships with the team.
- Confront and realize the crucial role of “Cash management”.

➤ 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 that 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**

Wednesday January 18, 2017, 13:00 to 17:00. Amphi 5

Friday January 27, 2017, 08:00 to 12:00. Rooms: 2A40-SJA2, 2A46-SJA2, 2B30-SJA2, 2B36-SJA2, 2B48-SJA2.

Friday January 27, 2017, 13:00 to 17:00. Rooms 2B08-SJA2, 2B16-SJA2, 2B30-SJA2, 2B36-SJA2, 2B48-SJA2.

Saturday January 28, 2016, 08:30 to 12:30. Rooms 2B08-SJA2, 2B16-SJA2, 2B30-SJA2, 2B36-SJA2, 2B48-SJA2.

Friday February 3, 2017, 08:00 to 17:00. Rooms 2B08-SJA2, 2B16-SJA2, 2B30-SJA2, 2B36-SJA2, 2B48-SJA2.

Saturday February 4, 2017, 08:30 to 12:30. Rooms 2B08-SJA2, 2B16-SJA2, 2B30-SJA2, 2B36-SJA2, 2B48-SJA2.

Friday February 10, 2017, 08:00 to 17:00. Rooms: 2B04-SJA2, 2B16-SJA2, 2B30-SJA2, 2B36-SJA2, 2B48-SJA2.

Saturday February 11, 2017, 08:30 to 12:30. Rooms 2B08-SJA2, 2B16-SJA2, 2B30-SJA2, 2B36-SJA2, 2B48-SJA2.

Friday March 10, 2017, 08:00 to 12:00. Room: Amphi 5

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 is kindly requested to send an email before January 25, 2017 at 1 pm at: intopiaIAE@gmail.com

➤ **BIBLIOGRAPHY**

On the first class participants will receive two documents that they **must** read before the simulation starts on Friday January 27, 2017 at 8 am:

- 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.

These two documents are available at: http://access2it.net/simulation/formin/iae_2017

Download under the company number you did the exercise with. Password is “password”. Otherwise you can choose “company 18” and the same password.

This link is valid until Thursday January 26, 2017 at 9 am. Later you will have to access via your company number (announced on Friday January 27 at 9 am).