



BUSINESS MODEL SIMULATION

COORDINATION
ASWORTH, CIAN

ACADEMIC YEAR
2023-2025

SUBJECT GENERAL INFORMATION

Subject name	BUSINESS MODEL SIMULATION			
Code	4SEM-GB-SUB4			
Typology	4th semester. Continued evaluation.			
Course number of credits (ECTS)	3			
Type of activity, credits, and groups	<i>Degree</i>	<i>Course</i>	<i>Character</i>	<i>Modality</i>
	<i>Joint Master Degree in Leather Technology</i>	<i>1</i>	<i>Compulsory</i>	<i>Blended learning</i>
Coordination	ASWORTH, CIAN			
University	ITECH			
Language	English			

LEARNING OBJECTIVES

- 1- Put the students within a situation where the 4 main problematics of a company come up in order for them to understand the essential bases that make up the priorities of a new CEO.

LEARNING OUTCOMES

Basic

CB010 That students have the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous.

General

CG02. Technically and economically manage projects, facilities, plants, companies and technology centres.

CG04. Lead, plan and supervise multidisciplinary teams.

Transversal

CT03. Propose innovative, creative and entrepreneurial solutions in situations typical of the professional field.

Specific

CE13. Integrate solutions and business processes to meet the information needs of organizations, allowing them to achieve their objectives effectively and efficiently, thus giving them competitive advantages.

SUBJECT CONTENT

1. BUSINESS MODEL SIMULATION

- 1.1. Introduction to the Serious Game method and guide lines
- 1.2. Functioning of the company
- 1.3. Market study and commercial undertakings
- 1.4. Production means/Production management/Stocks/Purchases
- 1.5. Transport/distribution logistics
- 1.6. Financing the company
- 1.7. Investment and profitability
- 1.8. Balance and income statement
- 1.9. Treasury and WCR
- 1.10. Comparative economics of the main participants
- 1.11. Cost of return
- 1.12. Strategic decision making and coherence
- 1.13. Economy agents
- 1.14. Variable/Fixed charges/Profitability threshold
- 1.15. Negotiating with the main participants and the agents
- 1.16. Evolution of the companies
- 1.17. Presentation of the companies at the end of the simulation
- 1.18. Summary of the session

METHODOLOGY

SERIOUS GAME

General description: group exercises based on a company simulation (production, marketing and financial aspects).

Deliverable: Oral presentation of the business model strategies chosen.

EVALUATION

Exercises	100%
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