

BUSINESS SIMULATION SCHEDULE

Day one, Morning, 9:00 am

Plenary room

Welcome & Introduction

- Clarify the features and the processes of the simulation
- Get familiar with the decision making process

Introduction to the Universe and Professors 9:00 – 9:30

Students moving to their **universe room**

Introduction to the “customers” **Prof**
9:30 – 9:50

Students moving to their **team room** or staying **in universe room with laptops**

Exercise 1: Who is my customer? 9:50– 10:30

Unlock the access to the students at 10:30

Go online and Introduce customer sensitivities 10:30– 11:00

Students moving to (or staying in) their **universe room** with their professor

Introduction to the excel sheets and taking decisions **Prof**
How to take decisions? Q &A 11:00 – 11:45

Students moving to their **team room**

Decision 1 period 5: 11:45 – 12:30

- Introduce Customer sensitivity
- Decide on Engineering & Marketing for each LOB
- Decide on Investment, Quality, Loan, Liquidity

Day one, Afternoon

Students moving to their **team room**

Decision 1(continued) 13:15 – 14:30
Run the simulation (period 5) 14:30

Students moving to their **universe room**

Company Strategy & Scorecards **Prof**
14:45 – 15:15

Students moving to their **team room**

Team brainstorming on Strategy 15:15 – 16:00

Define and write down your Company’s Strategy

Unlock the access to the students at 16:00

FILL IN LOGBOOK

Decision 2, period 6 16:00 – 18:00
Run the simulation (period 6) 18:00

(Lock the access until tomorrow morning)

Prof

BUSINESS SIMULATION SCHEDULE

Day two, Morning, 9:00 am

Students moving to their **universe room**

Present “Market” & “Competitive Analysis”

Region 1

Unlock the access to the students

Prof

9:00 – 9:30

Students moving to their **team room**

FILL IN LOGBOOK

Decision 3, period 7

Run the simulation (period 7)

9:30 – 11:15

11:15

Students moving to the **Plenary Room**

Merger

Present “PEERS GRAPHICS”

11:30 – 12:00

Day two, Afternoon

Unlock the access to the students

Students moving to their **team room**

Team brainstorming

Prepare for merger / Region 2

Update your Strategy and Organization

Decision 4, period 8

Run the simulation (period 8)

12:45 – 13:15

13:15 – 15:00

15:00

Students moving to their **universe room**

Focus on competition → Strength & Weaknesses

Present “Market Survey & Competitive Analysis”

Region 1 & 2

15:15 – 15:30

Prof

Students moving to their **team room**

Unlock the access to the students

Team exercise “Strength & Weaknesses Competitors

Decision 5, period 9

Run the simulation (period 9)

(Keep access locked until tomorrow morning)

15:30 – 16:00

16:00 – 17:30

17:30

Prof

BUSINESS SIMULATION SCHEDULE

Day three, Morning, 9:00 am

Students moving to their **universe room**

Focus on the economic environment, Crisis

9:00 – 9:15

Present “Market & Competition”

Prof

Students moving to their **team room**

Unlock the access to the students

Decision 6: building a leadership position

9:15 – 10:45

Run the simulation (period 10)

10:45

Students moving to their **universe room**

Give the assignment for the team presentations

11:00 – 11:15

Present “Market & Competition”

Prof

Unlock the access to the students

Students moving to their **team room**

Decision 7: Optimizing profit

11:15 – 12:30

Run the simulation (period 11)

12:45

Keep access locked until 17:00

Students staying in their **team room**

Team preparation of final presentation

12:30 – 13:00

Day three, Afternoon

Students staying in their **team room**

Team preparation of final presentation

13:30 – 14:30

Finalizing logbook

Students moving to their **universe room**

Synthesis in each Universe, Team presentations

14:30 – 15:30

Graphical Review

15:30 – 16:00

Declaring the winner per Universe

Prof

Students moving to the **plenary room**

Declaring the winner (Final)

16:15 – 16:30

16:30 End of the course & Cocktail