

The Challenge

Nowadays, globalization is an omnipresent phenomenon that influences businesses and their activities on a large scale. Companies are confronted with different options: concentrating on the home market or focusing on promising regions in other parts of the world. Companies have the choice to enter markets on their own and build up expertise or rely on local partners in the respective markets. Decisions of Logistics and Production, Finance, R&D and Sales have to be aligned with the company's core strategy to ensure success in international operations.

In this business simulation game, students will form intercultural teams and make decisions for the upcoming business periods. They will run their own companies and compete against other teams, not only on their home markets, but also on foreign markets with different market conditions and requirements. To simulate a real business scenario, each student team has to hand in their periodic decisions once a week and will receive newly calculated market conditions that will be based on their choices and those of their competitors.

By participating in this simulation, students will be responsible for their own industrial company and gain a realistic experience of today's business world.

Time Schedule & Grading

The Intercultural Learning Network will take place each term from March to May and from October to December. Although it is a joint lecture, every university is free to use its own grading scheme for its students.

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Intercultural Learning Network (ICLN)



Course Content

The Intercultural Learning Network is a business simulation that sets management and decision-making in an intercultural context. The participants lead their own multinational company that spans across six different economic regions, where various market conditions have to be managed.

The participants will evaluate their corporations' strengths and weaknesses in order to stay competitive and successful in the markets. Opportunities and risks of business models have to be evaluated.

Furthermore, participants need to assess sales and procurement markets. For a successful strategy, they need to develop a long-term positioning and entrepreneurial vision.



Tasks

Participants will evaluate many competitive situations in order to manage their own multinational company, including:

- growth strategies for expansion into new markets worldwide
- defense strategies for the protection of own market shares
- competitive strategies to stay ahead of other global players
- analysis of different economic regions
- penetration and evaluation of market conditions
- adaptation to culturally diverse customer needs
- transport distances and costs
- strategic marketing and production alternatives
- analysis and use of market barriers

The Simulation

The simulation software used for the ICLN is "Going Global" by TOPSIM. This simulation reflects challenges that globalization brings to multinational companies.

Learning Across Borders

The ICLN takes place with various partner universities from across the world. Thereby, students form intercultural teams and make decisions across different time zones, languages and cultures. Participants can gain valuable international experience and train their intercultural competencies without having to go abroad. Various multimedia platforms will be used to communicate among the globally spread participants, thus giving the participants expertise in managing international teams. The course is entirely conducted in English.

Learning Goals

After completion of the ICLN business simulation, participants should be able to:

- coordinate multicultural teams
- operate in a virtual work environment
- develop and implement internationalization as well as local adaptation strategies
- rate opportunities and threats in economically diverse markets
- evaluate and react to competitive strategies
- act entrepreneurially with a long-term vision
- understand volatility in worldwide markets
- formulate and implement goal oriented global and regional plans
- make decisions in an uncertain environment

