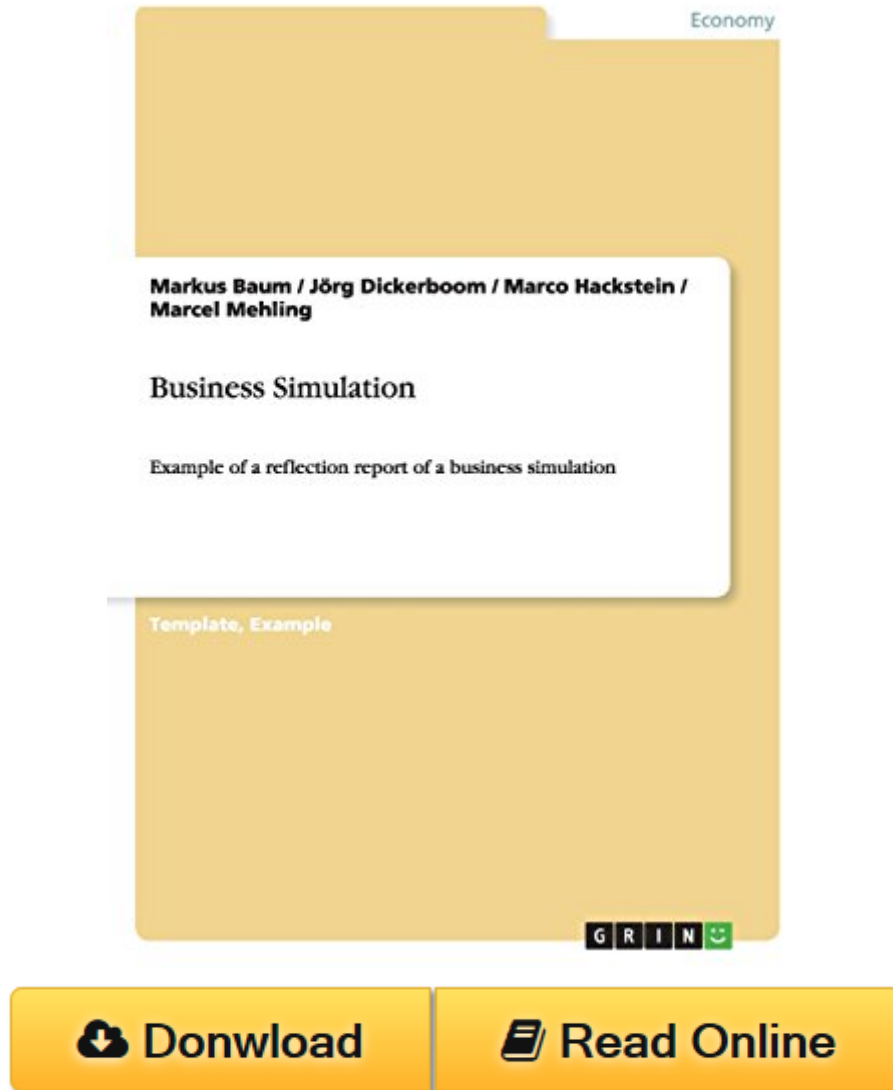


Business Simulation PDF



Business Simulation by Markus Baum, Jorg Dickerboom, Marco Hackstein ISBN 3656200076
Template, Example from the year 2010 in the subject Business economics - Operations Research, grade: -, The University of Surrey (School of Management), language: English, abstract: Abstract Business simulation is simulation used for business training or analysis. It can be scenario-based or numeric-based. Most business simulations are used for business acumen training and development. Learning objectives include: strategic thinking, financial analysis, market analysis, operations, teamwork and leadership (WIKIPEDIA). The authors participated in a simulation. The results and mistakes are discussed in this presentation. The authors also discuss the theoretical foundations. This book contains the presentations illustrated and supplemented by explanatory texts. Content 1. Team Organisation 2. Environmental and internal strategic analysis 3. Strategic brief 4. Strategy review 5. Internal control system 6. Financial analysis 7. Conclusion Keyword Business simulation, reflection report, automotive industry, Team Organisation, Environmental and internal strategic analysis, strategic brief, strategy review, internal control system, financial

analysis, conclusion, leadership, teamwork, storming, norming, forming, performing, PESTEL, Porter diamond, Porters five forces, start up, market penetration, profitability, new products, relaunch, R&D, KPI, Product portfolio and target markets, SOWT, marketing mix, 4 P, Product, Price, Promotion, Place, Plan, Results, Lessons learned, miscommunication, communication process, COSO, Internal control framework, 5 year trend, profitability analysis, efficiency analysis, investment analysis,

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