



## Course and Examination Fact Sheet: Spring Semester 2025

### 8,229: Business Simulation

ECTS credits: 4

#### Overview examination/s

(binding regulations see below)

decentral - Presentation, Analog, Group work group grade (15%)

Examination time: Term time

decentral - Written work, Digital, Peer Review (10%)

Examination time: Term time

decentral - Written work, Digital, Group work group grade (25%)

Examination time: Term time

decentral - Written work, Digital, Group work group grade (15%)

Examination time: Term time

decentral - Software application, Digital, Group work group grade (35%)

Examination time: Term time

#### Attached courses

Timetable -- Language -- Lecturer

[8,229,1.00 Business Simulation](#) -- English -- [Ambos Björn](#)

#### Course information

#### Course prerequisites

Students should have a solid command of English as well as a strong interest in strategic management. Students are expected to attend all classes, be well prepared for the discussions and participate actively in the simulation game as well as class discussions.

#### Learning objectives

This course aims to help students:

1. Integrate and demonstrate knowledge from previous courses in an active, challenging environment.
2. Understand key elements of the strategic management process through the simulation and assignments.
3. Improve skills in information analysis and interpretation.
4. Demonstrate good management and team skills in a stressful environment.

#### Course content

Course objective

The general objective of this course is to provide students with an intensive hands-on experience focused on strategic issues in a dynamic economy. The core focus will be on the active participation in the business simulation. Working in teams, students take over a company that they will actively manage over several simulated years. The company competes in the automobile industry with other firms, each with different strengths and weaknesses. Long-term strategic issues involve choosing target markets (consumer and/or B2B), product development, manufacturing, and managing cash flow and investment alternatives. Strategic decisions are made under changing market conditions and in the context of competitors' actions.

#### Course structure and indications of the learning and teaching design



Due to the focus on the simulation game, the course is characterized by a highly interactive setting which requires high student motivation and engagement. Specifically, the course elements constitute:

- Business simulation game for hands-on experiences with strategy implementation
- Formal lectures for basics on various strategic decision-making topics and to provide a conceptual framework
- Guest lecture by renowned automotive strategy expert in order to get insights in their roles and activities and to deepen knowledge on the automotive industry.

The course will be conducted entirely on campus.

## Course literature

The relevant course material will be distributed via StudyNet.

The course material mainly consist of handouts of lectures, compulsory readings (e.g., journal articles), StratSimManagement Manual, © 2008 Interpretive Software.

## Additional course information

Participation in the course requires the purchase of a StratSimManagement (Interpretive Software) simulation license for approx. 40 USD per person. Detailed information will be provided in the first session.

## Examination information

### Examination sub part/s

#### 1. Examination sub part (1/5)

##### Examination modalities

Examination type	Presentation
Responsible for organisation	decentral
Examination form	Oral examination
Examination mode	Analog
Time of examination	Term time
Examination execution	Asynchronous
Examination location	On Campus
Grading type	Group work group grade
Weighting	15%
Duration	--

##### Examination languages

Question language: English

Answer language: English

##### Remark

Final Presentation

##### Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

##### Supplementary aids

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## 2. Examination sub part (2/5)

### Examination modalities

Examination type	Written work
Responsible for organisation	decentral
Examination form	Written work
Examination mode	Digital
Time of examination	Term time
Examination execution	Asynchronous
Examination location	On Campus
Grading type	Peer Review
Weighting	10%
Duration	--

### Examination languages

Question language: English  
Answer language: English

### Remark

Peer Evaluation

### Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

### Supplementary aids

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## 3. Examination sub part (3/5)

### Examination modalities

Examination type	Written work
Responsible for organisation	decentral
Examination form	Written work
Examination mode	Digital
Time of examination	Term time
Examination execution	Asynchronous
Examination location	On Campus
Grading type	Group work group grade
Weighting	25%
Duration	--

### Examination languages

Question language: English  
Answer language: English

### Remark

Strategic Plan

### Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.



## Supplementary aids

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## 4. Examination sub part (4/5)

### Examination modalities

Examination type	Written work
Responsible for organisation	decentral
Examination form	Written work
Examination mode	Digital
Time of examination	Term time
Examination execution	Asynchronous
Examination location	On Campus
Grading type	Group work group grade
Weighting	15%
Duration	--

### Examination languages

Question language: English  
Answer language: English

### Remark

Letter to the Shareholder

### Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

## Supplementary aids

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## 5. Examination sub part (5/5)

### Examination modalities

Examination type	Software application
Responsible for organisation	decentral
Examination form	Practical test
Examination mode	Digital
Time of examination	Term time
Examination execution	Synchronous
Examination location	On Campus
Grading type	Group work group grade
Weighting	35%
Duration	--

### Examination languages

Question language: English  
Answer language: English

### Remark

Business Simulation Performance

### Examination-aid rule



## Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

## Supplementary aids

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## Examination content

### Strategic Plan (25%)

During the course, students are required to develop a strategic plan for their respective Business Simulation company. Based on the initial situation, they develop a strategy which they plan to follow in the subsequent simulation rounds. The plan should include the business definition, the source of competitive advantage, the performance objectives, the key success factors and the strategic assumptions. The performance objectives relevant for the course grade will be discussed in class and determined collectively.

### Business Simulation Performance (35%)

The team simulation performance constitutes a part of the grade. After each round, students are required to hand in an overview of their decisions. The performance indicators consulted will be announced and discussed in class.

### Final Presentation and Letter to Shareholders (30%)

The teams are required to prepare a presentation for the final day in which they cover the following topics: strategic outset and plan, challenges experienced throughout the simulation, lessons learned in regard to strategy, lessons learned regarding the work in teams. Each individual is expected to contribute to the preparation and presentation.

Each group is also required to submit a letter to shareholders. This letter constitutes a part of a company's annual report and provides the CEO's perspective on the current state of business. It should consist of an update on the strategy, including target markets, management structure, key accomplishments and challenges as well as future performance objectives.

### Peer Evaluation (10%)

Peer evaluation will be collected from team members in the last session and should reflect the individual's level of participation in the group.

## Examination relevant literature

Not applicable.



## Please note

Please note that only this fact sheet and the examination schedule published at the time of bidding are binding and takes precedence over other information, such as information on StudyNet (Canvas), on lecturers' websites and information in lectures etc.

Any references and links to third-party content within the fact sheet are only of a supplementary, informative nature and lie outside the area of responsibility of the University of St.Gallen.

Documents and materials are only relevant for central examinations if they are available by the end of the lecture period (CW21) at the latest. In the case of centrally organised mid-term examinations, the documents and materials up to CW 13 (Monday, 25 March 2025) are relevant for testing.

Binding nature of the fact sheets:

- Course information as well as examination date (organised centrally/decentrally) and form of examination: from bidding start in CW 04 (Thursday, 23 January 2025);
- Examination information (supplementary aids, examination contents, examination literature) for decentralised examinations: in CW 12 (Monday, 17 March 2025);
- Examination information (supplementary aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 14 (Monday, 31 March 2025);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before ending with de-registration period in CW 15 (Monday, 07 April 2025).