

Course Title	Cesim Global Business Challenge
Degree Programme	Management
ECTS credits	2

Objectives of the course:

Students have the opportunity to test and use their obtained knowledge and skills in Cesim Business Simulation Games sponsored by the ACBSP International Council (Region 8) conference in Prague (14 to 17 November, see: <https://en.vsem.cz/acbsp-region-8-fall-conference.html>) by funding the prize money available to student teams who participate in the Global Business Challenge Simulation competition. Students can compete in teams against students from other colleges/universities across the vast region which includes Europe, the Middle East, Africa, Oceania, and parts of Asia. All participating teams will be eligible for the Prize for the best teams: 500 USD will be awarded to the winning team; 300 USD for second place; and 100 USD for third place. Teams can consist of three to five students per one group.

Students can choose consultant(s) from all departments of VŠEM/their college or university based on the area which should be discussed. It is possible to contact any lecturer/teacher/mentor via [mails or contact forms](#).

Content of the course:

The Cesim Global Business Challenge is an online simulation. Students can participate from anywhere in the world (possible also at home). Students participating in the simulation do not have to register nor attend the conference in Prague (although they are welcome to do that). Winning teams will be announced during the conference but, once again, they do not have to be physically present.

Students have to provide their name, surname and email team name/affiliation in order to register the teams in the business simulation system.

Course output:

Students will write a 5 page final report / written paper on the content and results of the course to gain credits.

Course outline:

The simulation will run from **October 28 to November 13**.

To learn more about the simulation itself, click on this link for an introduction video for the Global Challenge. See: <https://vimeo.com/118963232>

Learning outcomes: After completing this course students will gain a good knowledge of practical business management. Student will be able to identify and understand the most important tools used by a manager. This simulation will test skills and knowledge of students in practical business situation such as life cycle, planning, analysis, design, implementation and evaluation.

Use of learning outcomes:

- Student upgrade his/her ability to work as manager in real business.

Overview of duration of course

Activity	Time demands [h] P/K
Business simulation	52/52
Total	52/52

Teaching methods

- On-line business simulation

Evaluation methods

- Electronic evaluation of results