



Course program and reading list

Semester 7 Year 2023

School: Arison School of Business MBA

Global Business Game

Lecturer:

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Course No.:	Course Type :	Weekly Hours :	Credit:
2912	Elective	4	2

Course Requirements :	Group Code :	Language:
Final Paper	238291200	English



Course Description

How to create a successful start-up? How to manage a successful team to create a great enterprise? A primary objective of the course is to experience the basic decisions that an entrepreneur faces. These include management and technology selection, product and process design, R&D investment, market analysis, positioning, product launch timing, financing, team development, and general management of operations.

The Global Business Game course is designed to give each student a unique opportunity to apply the knowledge base that has been acquired throughout the MBA program by taking part in a global business simulation (INTOPIA) in which they become members of a firm's top management team and have the opportunity to manage and run an international company. The simulation enables students to experience the entrepreneurial process with special emphasis on the role of identifying an appropriate business strategy. Moreover, the course provides a learning experience that simulates the

process of starting a high-tech company.

INTOPIA simulates the chip and personal computer industry in an international business setting. Each team will run a company which has a home office in Liechtenstein, well known international tax haven, with an initial amount of capital (8M SF). During the game the firm's top management team is responsible for all facets of the business. The team members will need to deliver their managerial decisions concerning R&D, production, marketing, and distribution as well as their choices about what to produce (chips or PCs) and where to operate (Brazil, Europe, U.S.). In addition, there are four currencies, and companies can operate in any locality for short or long periods of time.

Each team will be required to make a set of strategic and functional decisions in 8 business quarters (see the time table below) following three experimental decision quarters. These three test quarters should provide with an opportunity to learn and acquire experience about the INTOPIA world and the best strategies you should pursue and adapt when the real game begins.



Course Goals

INTOPIA is intended to offer the students a variety of benefits, and notably the following:

1. Provide every MBA student an opportunity to be part of a **Top Team Management** in simulated **real-world scenarios** within an international business setting.
2. Develop systematic **strategic thinking** and learn to build supporting systems of elements that help achieve the full potential of strategic orientation and course of actions.
3. Practice the creation of **strategic alliances** and overcome the challenges of their management.
4. Present opportunity to apply strategic management insights to engage in forming cooperative modes of operation and acquire substantial practical knowledge about **business negotiation**.
5. Engage in strategic, tactical and operational **decision-making processes** in uncertain environment.
6. Provide an opportunity to receive peer feedback on your leadership and team work skills.



Grading

Companies' evaluation in INTOPIA world is based on short and long term performance. While your company must strive to maximize shareholder value in the long term it also must survive and achieved short term superior financial results. We apply several criteria as follows:

1. **Short term performance – Profitability (30%):**

Each firm's overall net profits at the end of quarter 8 as well as traditional profitability ratios (ROI, ROE, ROS, ROS) will be used to assess the profitability of each firm.

2. **Long term potential (30%):**

The grade for the long term potential consists of an evaluation of each firm's: market shares, level of financial leverage, technological level, trends in sales and profitability, quality of collaborations, reputation and business ethics.

3. **Strategic plan and goals report (20%):**

In this report you are asked to present and discuss your initial strategic plan for the company. The report must be submitted in a Word or PPT format to the Chairman of the board of directors. You will find further guidelines in the course website; Submission due is Session #3.

3. **Concluding presentation (20%):**

At the last meeting of the course all the teams will have an opportunity to take part in a "road show" for their firm. Each group is asked to prepare 10 minutes presentation to potential investors (+5 minutes for questions) with the aim of soliciting capital investment. This presentation introduces the present position of the firm but also future plans and financial forecasts.



Additional Notes

Class Format

Team Formation

Teams of 4 to 5 students will be formed in the first session represent the firms in INTOPIA. You are asked also to decide about the firm structure in such way that it will fit your strategy. Accordingly, each student will have a specific role in the team/firm (CEO, CFO, CMO, COO, etc or any other arrangement). **Please make sure to update your team details on the website.**

The top management team is responsible for running the firm and is accountable to the chairman of the board of directors (me...).

Firm Management

The course contains 8 rounds which represent 8 business quarters in the game. In each period the firms have to submit its decisions which represent its business activities of one quarter. Prior to each run, each firm will make its set of decisions via the course website. On the "run time", these decisions will be submitted directly into the simulation program which simulates a competitive market. Financial reports for each round will be distributed through the course website. **Please notice that after the "run time" there is no option to regrets, corrections or re-run!!**

However, there will be three test runs, where the companies can make managerial decisions and receive feedbacks on their choices. These 3 periods enable each student to understand the technical aspects of the game and its rules in a fairly neutral environment before moving into the "real" game period.

Furthermore, during the game each team will have the opportunity to get personal feedback and further guidance if needed.



Reading List

Thorelli, H.B., Graves, R.L. & J-C Lopez, (2010) **INTOPIA Executive Guide**.