



## Business Simulation

By Markus Baum

Grin Verlag Gmbh Jun 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x4 mm. This item is printed on demand - Print on Demand Titel. - Template, Example from the year 2010 in the subject Business economics - Operations Research, grade: -, The University of Surrey (School of Management), language: English, abstract: AbstractBusiness 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...

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