



INTERNATIONAL SUMMER SCHOOL 2023

SYLLABUS

Academic year 2022/2023



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Academic and language requirements

Courses are open to Undergraduate and Graduate students providing that applicants have the **pre-requisites** specified in the course's syllabus.

Courses are taught and assessed in English. For non-native speakers of English, B2 (CEFR) or equivalent (TOEFL IBT 72, IELTS 5.0, TOEIC 750) is highly recommended.

Additional information

For details about study programmes offered by EM Normandie please contact:

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COURSE TITLE	Game in International Business Development: Play and learn how to run a business overseas		
	<i>“Play with your mates, act as real managers and learn international business development techniques”</i>		
Session and Campus	Session 1, LE HAVRE		
Teaching delivery	On campus, attendance mandatory		
Workload (1h = 60 min)	30 class-hours + Independent learning hours	ECTS credits	6
Professors	Full name Yamen Koubaa, PhD Associate professor of marketing and international business		
Pre-requisite(s) for attending the course	Applicants must have achieved at least an undergraduate level in a business discipline		
Learning goal(s)	<ul style="list-style-type: none"> ▪ Upon completion of the course, participants should be able to: ▪ Learn how to design an international development strategy ▪ Learn how to implement an international development strategy ▪ Lead a team, make decisions, manage a budget, assess decision consequences, adjust and manage a company like in real-life management ▪ Read business reports, assess competition, and design counter-attack strategies for international development ▪ Simulate the real duties of a business manager 		
Learning objective(s)	<ul style="list-style-type: none"> ▪ Upon completion of the course, participants should be able to: ▪ Understand the complexity of a business organization ▪ Learn how to leverage between different types of decisions to keep a company competitive ▪ Manage the stress, the team members personal differences to keep harmony and efficiency within the team ▪ Adopt a multidimensional approach of decision-making where decisions of different aspects (finance, logistics, marketing, HR, etc.) are taken simultaneously ▪ Give feedback, receive feedback, analyze, understand, and react ▪ Orally present a topic and provide salient arguments ▪ Write business reports 		
Learning outcome(s)	<ul style="list-style-type: none"> ▪ Upon completion of the course, participants should be able to: ▪ Apprehension of the requirements for successful strategy of international business development ▪ Capacity to contribute to and/or to lead a teamwork ▪ Acquisition of flexibility and versatility in terms of reasoning adaptation and capacity to cope with sudden changes and multiples views 		
Course description	Contents: In this course, students work in groups on a simulation of a business expansion to one or many foreign markets. While using an online platform for business games, students must make business and marketing decisions to achieve certain preset objectives. The algorithm adjusts market reactions according to students’ decisions. Teams will compete		

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during 8 sessions: each session tallies with a one-year period. KPIs inform teams at the end of each session about their performance. Teams must make subsequent decisions to improve their KPIs.

Course plan:

Session 1

- Introduction to the course:
- Course objectives and deliverables
- Game functioning
- Brainstorming: students brainstorming about the team roles and the name of the company they will develop

Session 2

- Sessions 1 and 2 of the game: students running sessions 1 and 2 on the platform

Session 3

- Feedback about students' performance in sessions 1 and 2: the professor gives feedback about the performance in sessions 1 and 2 and ways of improving it

Session 4

- Sessions 3 and 4 of the game: students running sessions 3 and 4 on the platform

Session 5

- Feedback about students' performance in sessions 3 and 4: the professor gives feedback about the performance in sessions 3 and 4 and ways of improving it

Session 6

- Students presenting the marketing strategy of their company (Mid-term assessment)
- Students running session 5 on the platform

Session 7

- Feedback about students' performance in session 5: the professor gives feedback about the performance in session 5 and ways of improving it
- Students running session 6 on the platform

Session 8

- Feedback about students' performance in session 6: the professor gives feedback about the performance in session 6 and ways of improving it
- Students running session 7 on the platform

Session 9

- Students running session 8 on the platform

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	<ul style="list-style-type: none"> Feedback about students' overall performance throughout the game: the professor animates a discussion to highlight the lessons drawn from appropriate and inappropriate decision-making and discussion with students about the learnings they could get from playing the game. <p>Session 10 (final assessment)</p> <ul style="list-style-type: none"> Final reporting, self-assessment tasks, and general feedback: students present in groups a summary of the most important decisions made during the game, their consequences, and the group's responsiveness to these consequences (final assessment). The professor gives overall feedback about the 8 sessions, discusses the KPIs with group members, and provides recommendations. <p>Methods:</p> <p>Seminars: after an introduction to the game prerequisites and the business requirements for international development, participants will be alternating game sessions and feedback sessions. While playing in a session, participants are coached by the professors, especially in the first three sessions. At the end of each session, the platform generates automatic feedback for each group of participants which will be discussed with the professor. The professor suggests some ways for improvement before participants are back to play the next session. There will be a total of 8 sessions to play. While playing, groups of students are considered as competitors, and the KPIs generated by the platform in addition to the professor's assessment of the performance of each group will serve as a basis for choosing the winning group. Participants are evaluated in terms of their capacity to understand market data, to work as team, to make coercive and coherent decisions, and to adjust when environmental changes occur.</p>				
Teaching Material	Topsim game manual Professor materials				
Evaluation criteria	<table border="0"> <tr> <td>Continuous assessment: 40%</td> <td>Final assessment:60%</td> </tr> <tr> <td>- Oral presentation</td> <td>- Final business report</td> </tr> </table>	Continuous assessment: 40%	Final assessment: 60%	- Oral presentation	- Final business report
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- Oral presentation	- Final business report				
Recommended readings	Consult teaching materials (will be accessible on moodle platform during class period)				