

Module Outline

Virtual Exchange Spring Semester 2021

Management Game TopSim

Credits: 2 ECTS

Format: Online Course

Responsible FHNW lecturers

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1. Number of students accepted in the course

Total number of students is limited to 60 students including regular students.

Number of exchange students from one partner university of School of Business FHNW is limited to 2 students per partner university

2. Course content

The overall aim of this module is to replicate the dynamic nature of strategic management, using an interactive, competitive business simulation (TOPSIM) to blend analysis and practice. Students are tasked with directing and expanding a business, from research and development to the introduction of new and improved products and the search for new markets. In seeking to sustain growth students are required to improve productivity, manage human resources and take responsibility for finance and accounting issues. Through the simulation, students learn to appreciate the contribution of different functions in creating value for the customer and generating sustainable competitive advantage, they experience the realism of making business decisions and develop their skills in strategy formulation and implementation in a dynamic context.

3. Learning objectives

Students should have the following competencies after completing this course:

Knowledge and understanding

- explain the components and process of strategy formulation the linkages between functional strategy decisions and overall business strategy and the design of business plans (Obj. 1.1).
- explain financial consequences of strategic decisions and alternative methods of financing investments (Obj. 1.1).
- explain the impact of work force and capital expenditure on productivity performance (Obj. 1.1).
- identify how research and development and quality consistency can improve customer satisfaction (Obj. 1.1).
- identify an organisation's internal sources of competitive advantage (Obj. 1.1).

Application of Knowledge and Understanding

- apply alternative methods of financing investments (Obj. 2.1)
- use industry recognised tools and frameworks to plan, develop and implement strategies in a simulated business environment (Obj. 2.1).

Ability to make judgements

- develop alternative strategy and functional strategy solutions (Obj. 2.1)
- evaluate the financial consequences of strategic decisions and alternative methods of financing investments (Obj. 2.1).
- evaluate the impact of work force and capital expenditure on productivity performance (Obj. 2.1).
- determine how research and development and quality consistency can improve customer satisfaction (Obj. 2.1).
- evaluate outcomes of the business simulation process to identify key aspects of the learning

process (Obj. 2.1)

Communication

- work productively in diverse groups composed of students of different cultures, ethnic groups and genders (Obj. 4.1).
- communicate effectively through business reports and media conferences (Obj. 3.1)

Self-Learning skills

- development of critical thinking skills and methods of improving future performance by analysing experience.

4. Workload and format

The number of credits to be obtained is 2 ECTS, which equals 60 study hours.

This course is offered as an online module. In order to gather and exchange information in the best possible way across countries, a wide variety of learning methods are chosen:

- Synchronous lecture and virtual discussions
- Reading material which is offered for self-study
- Information retrieved online
- Casework and preparations for individual and group study
- Chats and presentations
- Simulation

5. Prior knowledge and entry requirements

As this module requires participants to be able to discuss complex issues fluently, a good level of English is required – minimum B2/C1 (CEFR), IELTS 5.5, TOEFL iBT 46-59 or equivalent. There are no further formal entry requirements for this course.

Year 1 and 2 Business Administration courses or similar experience.

6. Course structure and dates

This course is an intensive online course, and consists of synchronous lectures, guided self-study, individual and group work and other ways of exchanging information via email and/or other communication media.

Online lectures will be held on Zoom, Webex, or a similar platform. The course runs each day from 8.15 am to 17 pm CEST with a lunch break of 1hr ([calculate your local time](#)).

The course dates are as follows:

- Monday, March 8, 2021
- Wednesday, March 10, 2021
- Friday, March 12, 2021
- Monday, March 15, 2021

7. Assessment

As participation in this course requires a strong sense of commitment and group-loyalty in order to obtain the full benefit, being present and taking an active part in the course will contribute to achieving a good grade. Absence and freeriding will lead to an insufficient grade and not passing the course.

Assessment: During the module, students will work on a number of tasks such as presentations or written papers which are then graded. In addition, they receive points for performance in the management game (TopSim). If a total of 60% of all points possible is achieved, the module is graded pass.

The 2 ECTS points for this course are awarded if the final grade is a pass (see chapter 10).

8. Responsible Lecturers



[Marcel Hirsiger, M.A.](#)

9. Literature

All study material can be accessed upon course enrolment.

10. Grading

Pass-fail

According to swiss grading system

Mark	6.0	5.5	5.0	4.5	4.0	below 4
In words	excellent	very good	good	satisfactory	pass	fail

The student has the right to appeal against the grading within a period of not more than 14 working days after its communication. Any appeal must be sent to io.business@fhnw.ch in writing and must be accompanied by valid arguments. It will be handled according to the Study and Examination Regulations for the Bachelor of Science Business Administration at FHNW.