

MANAGEMENT FINAL PROJECT

Code: 15868

Main Scientific Area: Business management

Lecturer: Marco Paulo Pinto Amaral

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 120h Total Workload: 216h

ECTS: 12,0

Objectives

The objective of this curricular unit (CU) is to allow students, in a simulation context, to make management decisions and thus apply the knowledge they have acquired throughout the course.

To this end, the CESIM Global Challenge simulator will be used. Students will be grouped into teams; each team's task is to manage a mobile telecommunications company that operates globally (USA, Asia and Europe). Over several moves (each move corresponds to an economic exercise), the students will develop and execute strategic decisions (demand estimation, production - inventory and logistics, RD, marketing, taxation and finance), taking into account market and competition developments, as well as technological evolution.

Success is measured and compared by operational and financial indicators, with the ultimate goal of the simulation being the maximization of shareholder return, which consolidates all critical success factors into a measurable criterion that can be used to compare the performance of each team.

Learning Outcomes

Application of knowledge acquired in the various curricular units that make up the curricular structure of the degree course in business management, in particular: micro and macroeconomics, international business management, marketing, production management - stocks and operations, financial management, business strategy and taxation;

Simulation of international business management and strategic decision making;

Better understanding of the complexity of international business management in a dynamic and competitive environment;

Better understanding of the interaction between different parts of the business and the financial implications of various strategic and operational decisions;

Invaluable experience in teamwork and problem solving.

Course Contents

1º Global Challenge Overview

1.1. Introduction

1.2. Game environment

2º Understand the Interface

2.1. Introduction

2.2. Decisions area

2.3. Results area

3. Final Considerations

3.1. Conclusions and Limitations

4º Financial Ratios and Indicators

4.1. Ratios

4.2. Financial Indicators

Recommended Bibliography

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- Guia do utilizador para a Tomada de Decisão – Cesim Global Challenge

- Descrição do Caso “Simulação de Negócios Internacionais e Estratégia”

Learning and Teaching Methods

The UC program focuses on business management subjects. The main objective of the UC is through the Cesim Global Challenge Business Game to provide students of the Business Management Course a hypothetical business environment built from the business strategy and economic and financial feasibility study of a multinational company.

The performance scenario is configured by reality simulation techniques, propitious for learning or improving the student-player's skills, competencies and potentialities in relation to a business activity.

The programmatic contents are adequate to this objective, since they develop subjects such as demand estimation, production - stock planning, making investments in technology and innovation, marketing, operational logistics, company taxation and finance, and teach to question the concepts of business strategy and economic, financial and operational decision-making.

Assessment Methods

Continuous assessment methodology:

The evaluation of the curricular unit is governed by the RIAPA of ESG and will take into consideration the following elements:

Continuous assessment methodology:

Attendance in at least 75% of classes;

Simulator performance evaluation (team evaluation): 25%;

Final management project report (team evaluation): 25%;

Challenge test (individual evaluation): 10%;

Test (individual assessment): 10%;

Presentation and defense of final management project report (individual evaluation): 20%;

Company Pitch Presentation (individual evaluation): 10%.

The evaluation component (report preparation and defense) will have to be carried out jointly by the team members.

Evaluation methodology by final exam:

Individual examination 100%.