



Università degli studi di Cagliari  
Facoltà di Scienze Economiche, Giuridiche e Politiche

<b>Titolo del seminario/Title</b>	<b>MANAGEMENT GAME_OPTIMAX</b>
<b>Settore Scientifico disciplinare di riferimento/Field</b>	<b>BUSINESS</b>
<b>Docente/Instructor</b>	Dr. KRZYSZTOF WIK – Wroclaw University of Economics
<b>Semestre nel quale viene impartito/Term</b>	Summer
<b>Crediti assegnati/ECTS</b>	1: 8 hours
<b>Giorni, Orari, Aula/Dates, Hours/ Room:</b>	Day 1: 23 may 2019, 9-13 and 14-18
<b>Prerequisiti obbligatori/Prerequisites</b>	Third-year undergraduate students from the program in business administration; students from the Master’s degree in Management.
<b>Obiettivi formativi/ Teaching goals</b>	The game simulates the strategic and operational cycles of a corporation. Students learn how to take the main strategic and operational decisions necessary to manage the corporation in a competitive market.
<b>Contenuti/Syllabus</b>	The students will be divided in teams of 5 components and they will compete against each other on the simulation. The simulation starts with the formulation of a successful strategy for competing in the market. Teams have therefore to budget for the raw materials and for the production amounts. The simulation also includes decisions about how much resources should be spent on marketing activities and how to deal with cash surpluses and taxes.
<b>Metodo d’insegnamento/ Type of teaching activity</b>	Simulation Game with students competing in different teams of 5 students taking autonomous decisions.
<b>Verifiche dell’apprendimento/ Final assessment</b>	The components of the teams reaching the minimum thresholds during the different phases of the game will be awarded 1 cfu.
<b>Ulteriori informazioni/Further information</b>	- Participation will be limited to 35 students; the game will be in English. - Contact: monfardini@unica.it