



GLOBAL MANAGEMENT GAME, IP WEEK 2024, HU UNIVERSITY OF APPLIED SCIENCES, UTRECHT.

International Program 2023

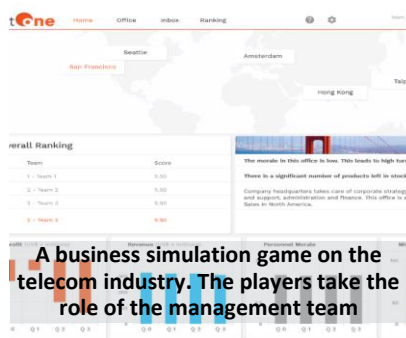
ABSTRACT

This a program designed for broadening your students' experiences with international exposure. The program is run twice every year, and for 2024 the dates are 22 – 26 January and 10- 15 June.

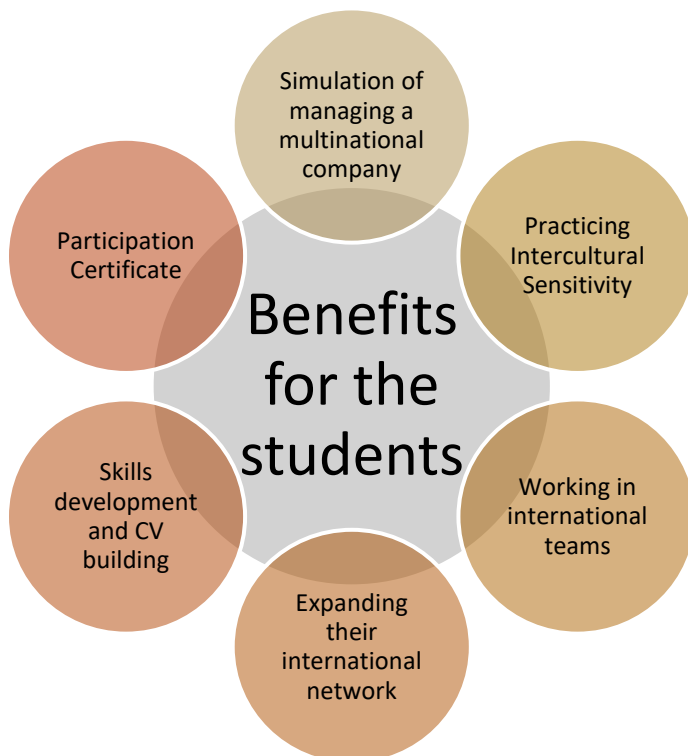
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This is an invitation for you to participate in our International Programme ‘Global Management Game’. In this program, we like our visiting guests to collaborate with our regular students at HU University of Applied Sciences Utrecht, in playing a business management simulation game in mixed international teams. It is a weeklong event, during which students interact with each other, exchange culture and immerse in the process of business decision-making. The activities, in brief, contain a business simulation game, training on a sales pitch, guest lectures, intercultural workshop, and a social programme, including a dinner and cultural visit.



Besides the international experience, we also focus on experiential learning, which has been coined as a more effective learning process. The benefits of experiential learning have been argued by scholars like Dewey, Kolb, Gibbs and many more.



The business game simulation introduces to students the uncertainties and familiarizes them with the numerous factors which impact business results.

Students are grouped in teams keeping diversity in mind, and will be working in a multicultural and multidisciplinary environment where they work out the most efficient way to collaborate together.

Learning objectives:

1 Strategic thinking: Students develop their ability to think strategically by analysing available data and making decisions that align with long-term goals. They learn to consider numerous factors and anticipate the consequences of their decisions.

2 Critical thinking: The Business simulation presents students with complex challenges and dilemmas. Through the game, students can enhance their problem-solving abilities by identifying issues, generating alternative solutions, and selecting the most appropriate course of action.

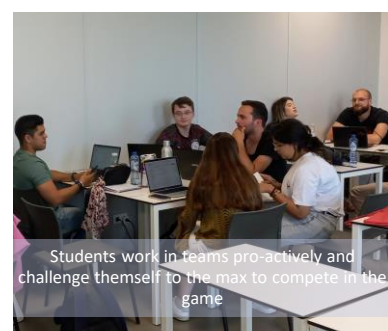
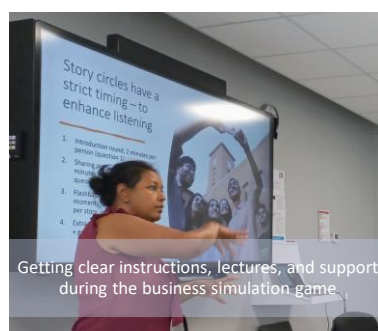
3 Teamwork and collaboration: Playing in teams encourages students to work together, delegate responsibilities, and effectively communicate their ideas. They learn to leverage the diverse skills and perspectives within their team to make informed decisions and achieve shared objectives.

4 Decision-making under uncertainty: International business simulations typically involve dynamic and unpredictable environments. Students learn to make decisions based on incomplete information, assess risks, and adapt their strategies as circumstances change.

5 Cross-cultural competencies: The students participate in an intercultural warming-up exercise and develop their competence further by participating in their multi-cultural team.

6 Communication and presentation skills: Students need to communicate their strategies, decisions, and outcomes to the team. Via the Sales pitch, students learn to effectively communicate and present a solution to the client (to a panel of experts).

7 Analytical and data-driven decision-making: The Business simulation provides data and metrics for students to analyse. Students directly see the impact of their decision and can adjust accordingly. This way students learn to interpret and utilize data effectively, enhancing their analytical skills and developing a data-driven approach to decision-making.



Costs of the International Program Week

Fee per person 345 Euros
Fee is for the International Programme, including:
<i>Bed & Breakfast – approx. 6 persons per room, Arrival Sunday, Departure Saturday</i>
<i>Study Programme & materials, 1 excursion</i>
<i>1 x Formal Dinner</i>

Additional expenses for individual students
Transport: Train from airport Schiphol – Utrecht, daily bus from hostel to university
All lunches and dinners except the one formal dinner
In- and Outbound Flight depending on schedule etc.

Example programme schedule of the International Week

International Program: Global Management Game					
	Monday	Tuesday	Wednesday	Thursday	Friday
Start Time	Heidelberglaan 15 room 7.002/HC4	Padualaan 101 room 2.003A	Heidelberglaan 15 room 1.096	Padualaan 101 room 2.003B	Heidelberglaan 15 room 5.052/HC3
9:00	Welcome				
9:30	Intercultural Warming Up	Students present their country and University	Guestlecture 1	Excursion	Sales Pitch presentations student teams/ Intercultural assignment
10:00			Guestlecture 2		
10:30		Round 3			
11:00	Introduction Game				
11:30					
12:00	Lunch	Lunch	Lunch		Lunch
12:30					
13:00	Practice round 1, 2 and 3	Game round 4	Game round 6	Sales Pitch instruction	Sales Pitches
13:30					
14:00				Game round 7 and 8	Game round 9, 10, 11
14:30	Game round 1 and 2	Game round 5			
15:00					
15:30					
16:00					Reception and Price Award Ceremony
16:15					
17:00					
18:00		Diner Pensant at restaurant			
21:00					