

Fiche de cours 2026-2027

Bloc 1 Niveau CEC 6

Code Activité d'apprentissage ERA2072

Nom Activité d'apprentissage International Project Week

Responsable(s)

Enseignant(s) Christian COGNAUX, Hugues WYNANTS

Crédits ECTS 2.0

Quadrimestre 2

Obligatoire Oui

Pondération 40.00

Catégories compétences

Prérequis N/A

Co-requis N/A

Est prérequis de N/A

Contexte Cette activité d'apprentissage fait partie de l'UE ERA207-International Negotiations (5.0 crédits ECTS)

Code UE ERA207

Nom UE International Negotiations

Crédits ECTS UE 5.0

Calcul moyenne UE Moyenne arithmétique

Report de note En cas d'UE non validée, possibilité de reporter la note des activités d'apprentissage réussies (cote sur 20 supérieure ou égale à 10)

Langue Anglais

Compétences visées du référentiel

Acquis d'apprentissage intermédiaires et/ou spécifiques (Objectifs)

International Project Week: The Fresh Connection

- This course offers a hands-on opportunity to experience the complexities of managing a Supply Chain (SC) through a dynamic business simulation taking the role of VP sales, VP Purchasing, VP Supply Chain, VP operations and CEO.
- You will:
 - Deepen your knowledge of key SC decision parameters and Sales & Operations Planning (S&OP).
 - Reinforce theoretical concepts from your SCM course (ERA214) in a practical setting.
 - Collaborate in international teams, practicing your English and building an international mindset.
 - Enhance crucial soft skills like problem-solving, teamwork, and effective communication.

Upon successful completion of this course, you will be able to:

- Analyze and evaluate the financial impact of decisions across different SC functions.
- Formulate and defend a coherent S&OP strategy that optimizes ROI.
- Apply theoretical SCM knowledge to solve real-world business challenges.
- Collaborate effectively in an international, cross-functional team.
- Communicate complex SC concepts using professional vocabulary.
- Develop problem-solving skills by analyzing KPIs and adapting to changing market conditions.

Contenu The Fresh Connection is a leading online simulation game. Working in teams of 5, students become the management team of a fruit juice company. Faced with performance challenges, they must collaborate to make operational decisions—such as pricing, production quantities, and transportation—and measure the direct impact of those choices on the company's Return on Investment (ROI).

Méthode d'enseignement **A Real-Time Simulation Lab.** We use a game-based learning approach that has proven highly effective for solidifying knowledge and developing skills.

The Fresh Connection Serious Game: Students, working in teams, become the management team of a fruit juice company. Faced with performance challenges, they must collaborate to make operational decisions

The Professor as Coach: Instead of simply transmitting knowledge, the instructor acts as a coach, guiding teams, providing timely theoretical insights, and helping students analyze their results.

Learning Through Success and Failure: The game allows students to experiment and learn from both their mistakes and successes in a risk-free environment. This promotes a lasting, durable understanding of Supply Chain concepts.

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Supports de cours indispensables

Supports de cours indispensables, sans lesquels l'apprentissage n'est pas possible, sans lesquels l'étudiant ne peut suivre les cours de manière effective et qui sont essentiels pour la préparation de l'évaluation (ex. : exercices, TP, ...)

Forme	Description

Supports de cours complémentaires

Supports complémentaires (ex. : syllabi, ouvrages ou supports plus volumineux diffusés par la CIACO)

Forme	Description

Modalités d'évaluation générales

%	Période	Nature
100	Evaluation de fin d'apprentissage hors session du deuxième quadrimestre	Participation active aux activités pédagogiques en présentiel

Modalités d'évaluation spécifiques (MES)

%	Période	Nature
Néant		

Modalités d'évaluation de seconde session

%	Période	Nature
Néant		

Commentaires concernant les évaluations **Assessment:** Students will be evaluated based on attendance, active participation in pre-sessions and the game week, group assignments, and a final group presentation. Please note there is no option for a second evaluation.

TFC Certificate: Upon full participation and attendance throughout the five-day virtual game week, you'll receive a professional certificate from The Fresh Connection (TFC) Inchainge, a highly valuable credential for your CV.

A fun week: The virtual SC game, team competitions, and a mix of ERA-IN and international students—plus extra entertainment activities—make this week not only a valuable learning experience but also a fun one.