

ERA212 International Business Consulting Project

5 ECTS

Objective & Course description

The Fresh Connection is an innovative web-based business simulation game that engages participants in operating a virtual company. The juice manufacturing company's performance has been declining. In teams of 4, participants must get the company back on track as quickly and efficiently as possible.

Each team member will represent a specific role: VP Purchasing, VP Operations, VP Supply Chain, and VP Sales. They need to align and bring their supply chain management into action to win! Participants will be confronted with diverse real-life, real-time dilemmas, and cross-functional understanding and collaboration are the key success components.

Learning content

Technology-based product road maps and global market and production strategies. A range of concepts from various management-related disciplines: economic, political, financial, human resources, accounting, procurement, production, logistics, research and innovation, and marketing.

Key success factors:

Success is measured and compared by both operational and financial key indicators. The ultimate indicator in the simulation is the return to the shareholders, which consolidates all the key success factors into one measurable criterion that can be used to compare the performance of each team.

Learning outcome

The student will be able to

- Build internal or external teams
- Understand the importance and relevance of a company and supply chain strategy
- Translate strategy into action
- Learn to 'speak the same language' with other value chain partners, internally or externally
- Experience the power of a professional and well-structured Sales & Operations Planning process
- Supply Chain Risk Management
- Appreciate cross-functional trade-offs in the value chain
- Learn how to manage risks in the supply chain in a coordinated way
- Learn how to manage and optimize the carbon footprint of the supply chain
- Experience the power of a well-designed set of KPI's

Methodology

Learning by doing

Learning material

Student's laptop PC (to access online business simulation game in classroom)

Personal notes during courses and coachings

Evaluation

100% Continuous assessment in the first four months Regular questioning during face-to-face lessons