**Global Management Game: Strategic Marketing, Management and Finance**

8.08.2021 – 12.08.2022

Course Director: Bart Toering

E-mail: bart.toering@hu.nl

Week 1

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| Saturday and Sunday, 6-7.08.2021 | | |
| Time | Activity | Description |
| **12.00-18.00** | Key pick up | You will find the exact key pick up location in the pre-departure information, which becomes available after you have paid the course fee. |

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| Monday, 8 August | |
| Time | Activity & Description |
| **10.00 – 10.30** | Welcome and introduction |
| **10.30 – 11.30** | Plenary session “introduction to LINKS”   * Contents * Purpose * Situation |
| **11.30 – 12.00** | Publication of teams and hand out of the package for the first quarter |
| **12.00 – 13.00**  **13.00 – 14.00** | Lunch break  First quarter: decision making for quarter 4 (use the decision forms provided) |
| **14.00 – 15.00** | Input of decisions and marketing research for quarter 4 (use the decision forms provided)  (Every team must order marketing research studies! Ordering of marketing research studies within the input menu!) |
| **15.00** | Deadline |

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| Tuesday, 9 August | |
| Time | Activity & Description |
| **10.00 – 10.15** | Collecting results of quarter 4 |
| **10.15 – 10.45** | Lecture LINKS |
| **10.45 – 12.15** | Decision making for quarter 5 (use the decision forms provided)  Input of decision variables and marketing research studies for quarter 5 (do not forget request of marketing research studies!) |
| **12.15 – 13.15** | *Lunch break* |
| ***13.15 – 13.45*** | Collecting results of quarter 5, game management |
| **13.45 – 15.45** | Decision making for quarter 6 (1 extra region possible) |
| **15.45 – 16.45** | Input of decision variables and marketing research studies for quarter 6 |

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| Wednesday, 10 August | |
| Time | Activity & Description |
| **9.30 – 9.45** | Collection results of quarter 6, game management |
| **9.45 – 10.30** | Evaluation of strategies |
| **10.30- 13.00** | Analysis of results of quarter 6, decision making for quarter 7, ordering of marketing research studies  Input of decision variables for quarter 7 (1 extra product possible) |
| **13:00 – 14:00** | Lunch break |
| **14.00 – 17.30** | Completing assignment business plan |

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| Thursday, 11 August | |
| Time | Activity & Description |
| **10.00 – 10.15** | Collecting results of quarter 7 hand over business plan |
| **10.15 – 12.00** | Decision-making for quarter 8  Input of decision variables for quarter 8  Ordering of marketing research studies |
| **12.00 – 12.30** | Lunch break |
| **12.30 – 14.00**  **14.30** | Collecting of results of quarter 8, game management  Decision-making for quarter 9  Input of decision variables for quarter 9  Ordering of marketing research studies  Pitch 5 minutes per team |

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| Friday, 12 August | |
| Time | Activity & Description |
| **9.15 – 10.30** | Decision-making for quarter 10  Input of decision variables for quarter 10  Ordering of marketing research studies |
| **11.00 – 13.00** | Presentations plans and debriefing  (Quarter 11 will be run automatically for the long term effects of your decisions) |
| **13.00 – 13:30** | Evaluation |
| **13:30 – 14:00** | Closing ceremony and declaration of the winners of the global challenge |
| **14:00 – 16:00** | Drinks! |

\*Note: The times are provisional and are subject to change

\*\*Note 2: Students must bring/cover their own lunch.