

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

7.08.2023 – 11.08.2023

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Week 1

Saturday and Sunday, 5-6.08.2023		
Time	Activity	Description
<b>12.00-18.00</b>	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.

Monday, 7 August	
Time	Activity & Description
<b>10.00 – 10.30</b>	Welcome and introduction
<b>10.30 – 11.30</b>	Plenary session "introduction to LINKS" <ul style="list-style-type: none"> <li>- Contents</li> <li>- Purpose</li> <li>- Situation</li> </ul>
<b>11.30 – 12.00</b>	Publication of teams and hand out of the package for the first quarter
<b>12.00 – 13.00</b>	Lunch break
<b>13.00 – 14.00</b>	First quarter: decision making for quarter 4 (use the decision forms provided)
<b>14.00 – 15.00</b>	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!)
<b>15.00</b>	Deadline

Tuesday, 8 August	
Time	Activity & Description
<b>10.00 – 10.15</b>	Collecting results of quarter 4
<b>10.15 – 10.45</b>	Lecture LINKS
<b>10.45 – 12.15</b>	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!)
<b>12.15 – 13.15</b>	<i>Lunch break</i>
<b>13.15 – 13.45</b>	Collecting results of quarter 5, game management
<b>13.45 – 15.45</b>	Decision making for quarter 6 (1 extra region possible)
<b>15.45 – 16.45</b>	Input of decision variables and marketing research studies for quarter 6

Wednesday, 9 August	
Time	Activity & Description
<b>9.30 – 9.45</b>	Collection results of quarter 6, game management
<b>9.45 – 10.30</b>	Evaluation of strategies
<b>10.30- 13.00</b>	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)
<b>13:00 – 14:00</b>	Lunch break
<b>14.00 – 17.30</b>	Completing assignment business plan

Thursday, 10 August	
Time	Activity & Description
<b>10.00 – 10.15</b>	Collecting results of quarter 7 hand over business plan
<b>10.15 – 12.00</b>	Decision-making for quarter 8 Input of decision variables for quarter 8 Ordering of marketing research studies
<b>12.00 – 12.30</b>	Lunch break
<b>12.30 – 14.00</b> <b>14.30</b>	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

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

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

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