

Global Management Simulation (B47)

Credit weighting:	2.0 ECTS credits
Teaching period(s):	10 August 2026 – 14 August 2026 (1 week)
Level:	Bachelor level
Teaching methods:	50 hr(s) lectures/field excursions + assignments (including self study), flanking the management simulation game.
Course leader:	Bart Toering, MSc
Lecturer(s):	Bart Toering, MSc

Description

This course is built around a Management Simulation (management game).

Plan, implement and evaluate an international brand marketing strategy within a realistic simulated environment. In this course, participants work as a marketer in a small decision-making unit of a manufacturer within a competitive industry as part of a Management Simulation game. Your goal is to improve your firm's long-term financial performance. The performance of your team will be evaluated via a multi-factor, balanced scorecard evaluation system that includes financial, operational, and customer-facing performance metrics. Will you be in the winning team at the end of the week?

More and more organisations, both for-profit and not-for-profit, realise that they must offer their customers a unique value if they want to be and remain successful. This requires an organisation to make choices. What value does the organisation want to provide and what value is the organisation able to provide? This also implies the exclusion of activities. Strategic management and marketing deal with the selection process involved.

You will work as a marketer in a small decision-making unit of a manufacturer within a competitive industry in a simulated environment (management game). Participants are faced with planning, implementation and evaluation processes, involving ongoing marketing, competitive and financial analysis, as well as coordination of marketing programmes and operations capabilities (capacity and inventory management, sales forecasting and so on). These efforts lead to the development of marketing strategies which are implemented within short-term and long-term marketing plans.

Your team manages a firm in the set-top industry and will compete with other teams in the group. Your goal is to improve your firm's long-term financial performance. Your team's performance will be evaluated via a multi-factor, balanced scorecard evaluation system that

includes financial, operational, and customer-facing performance metrics. Will you be in the winning team at the end of the week?

NB: This course is part of the six-weeks track is B45 ([Innovation in European Business XXL](#))

Target audience

This course is an interesting challenge for students in bachelor programmes on Business Administration, Marketing, and Finance, and is also open to bachelor and master students in other fields, as long as you have some background or interest in business.

A good command of English is necessary! Given the interactive nature of teaching, students must have the capabilities to actively contribute in class and communicate (understand and speak) in English well, ideally min level B2.

Aim of the course

This course aims to provide you with the opportunity to put your decision-making competences to the test, in an international, and sometimes hectic environment.

At the end of the course you have gained an insight into your own strengths and weaknesses in the field of vision making, analysis, planning, budgeting, coordinating and cooperating in an international team and in strategic (marketing) management in particular.

NB: This course is part of:

The six-week track B45 ([Innovation in European Business XXL](#))

Study load

50 hr(s) lectures/field excursions + assignments (including self study), flanking the management simulation game.

Please note: You must attend all learning activities (e.g. workshops, fieldwork) to be able to receive the Certificate of Participation and/or the credits for this course, unless absence is officially approved by the teachers and the coordinator of the Utrecht Summer School.

Course calendar

The day to day programme is subject to changes depending on the availability of the guest lecturers.

Global Management Game: Strategic Marketing, Management

Monday, 10th of August 2025	
Time	Activity & Description
10.00 – 10.30	Welcome and introduction Prof. B.P. Toering
10.30– 12.00	Plenary session Global Management Game <ul style="list-style-type: none">- Contents- Purpose
12.00-13.00	Lunch break
13.00 – 15.00	Getting familiar Game and 1 dummy round (exercise) Ice breaking teams
	Study Cesim Manual
16.00	

Tuesday 11th	
Time	Activity & Description
10.00 – 12.00	Start game ROUND ONE own boardroom
12.00-12.30	Pitch per team company objectives 5minutes and lunch break
12.30-13.30	Lunch break
13.30-15.00	Round 2
15.00-16.00	Presentation assignment business plan Prof. BP Toering
17.00	End program

Wednesday 12th	
	Activity & Description
10.00 – 12.00	Round 3 and preparation business plan
12.00	Lunch break and visit Global Experience Amsterdam
	Preparation Business Plan

Thursday 13th	
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	Activity & Description
10.00 – 12.30	Round 4 and pitching strategies and per Drop Box Business plan
	In boardroom
12.30 – 13.30	Lunch break
13.30 – 14.45	Round 5
15.00-1600	Challenge Business Mobile Phone Industry

Friday 14th	
Time	Activity & Description
10.00 – 11.00	Round Six Hand over Task Debriefing
11.00 – 13.00	Round Seven and Preparing Debriefing
13.00 – 14.00	Debriefing Evaluation
14:00 – 15.00	Closing ceremony and declaration of the winners of the global challenge
15.00	Drinks! And Farewell Party

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

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