

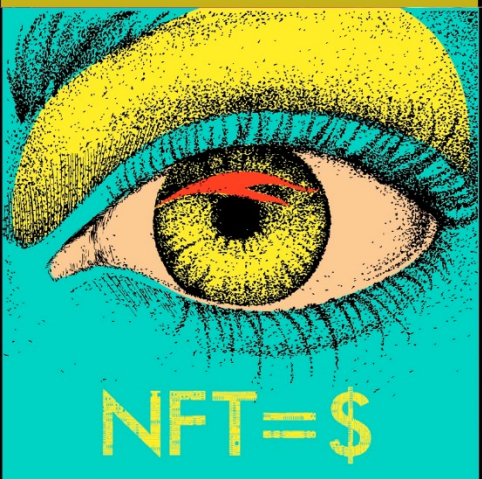


BA SCHOOL OF
BUSINESS AND FINANCE

Riga International Business Week 2023
BA School of Business and Finance

Merkis
Strategic Business
Management/ Finance
Simulation Game

24.04.2023. – 28.04.2023.





Contents

- Introduction
- Background
- Gameplay
- Results
- Application
- Additional Information

ABOUT BUSINESS WEEK 2023

AUDIENCE

30-60 Business Week participants from business schools from different EU countries

TIMING

24.04.2023 – 28.04.2023

ABOUT BA SCHOOL OF BUSINESS AND FINANCE

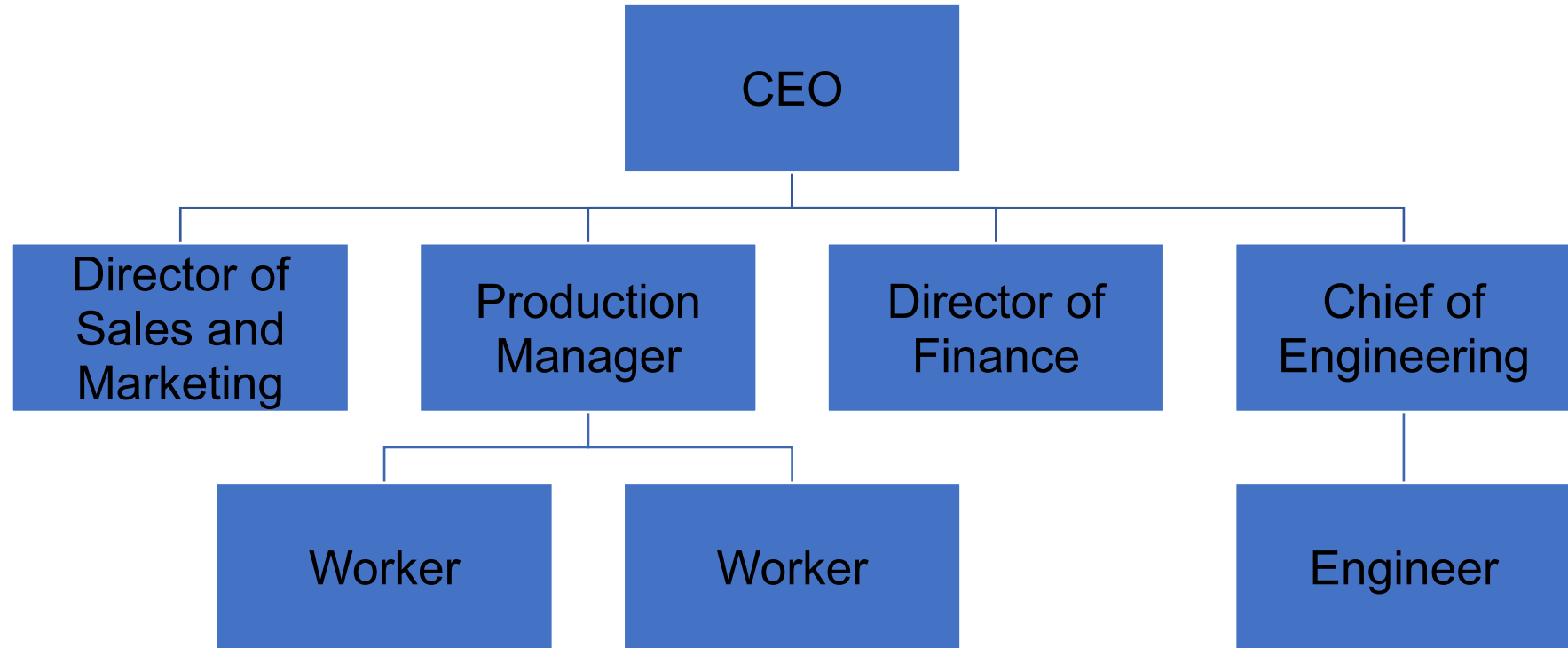
BA School of Business and Finance (BASBF) is one of the leading business schools in Riga and Latvia, and offers quality studies and research in business and finance. Our international cooperation, professional and creative staff, working closely with the business world, and achievements of our students and graduates earn our excellent reputation.



What is MERKIS?

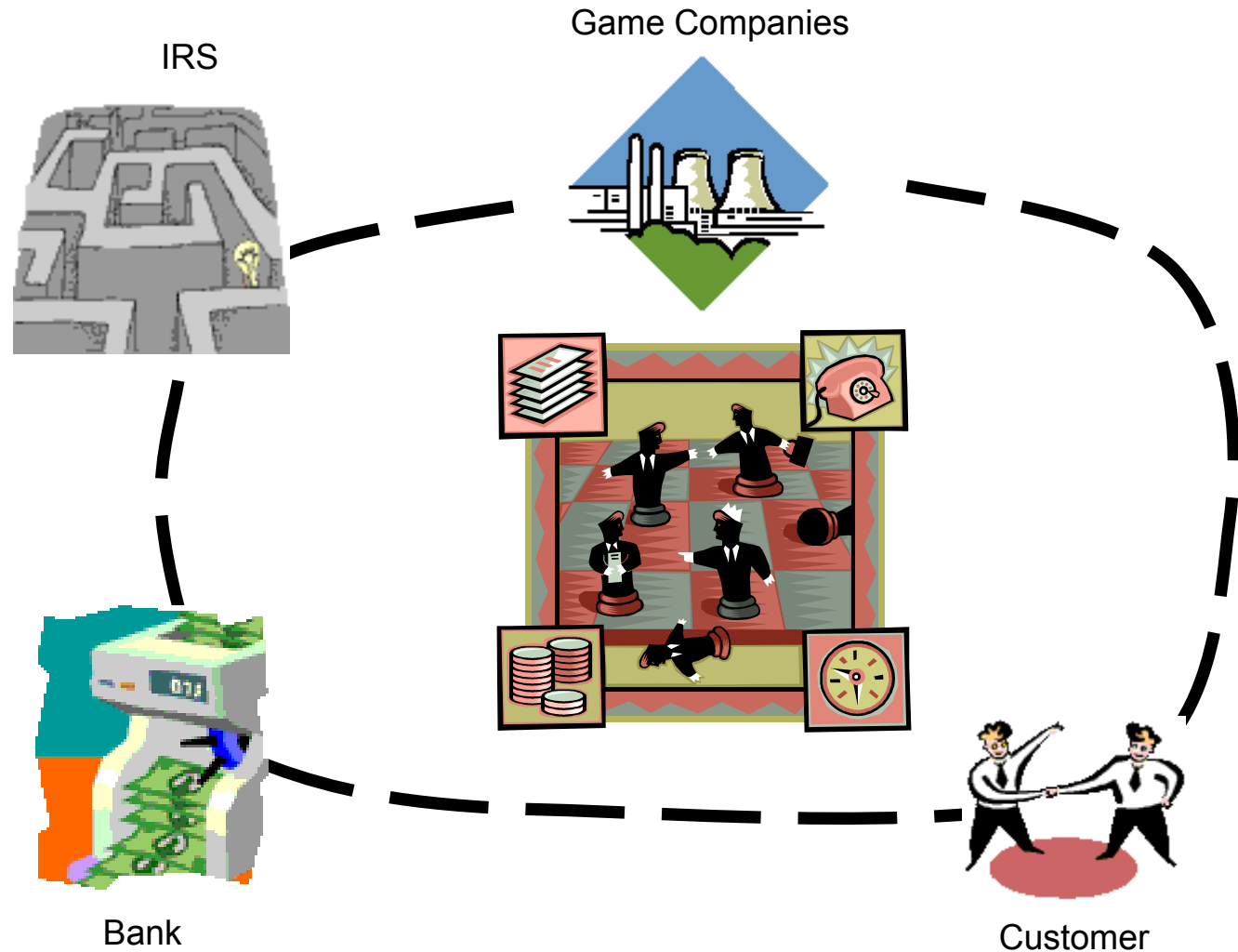
- Manufacturing business simulation game
- Evaluation and assessment tool
- Development tool
- Change management tool
- Game participants, in teams, manage their companies that are modeled in physical business environment, while competing with each other.

- In teams of 5-8 people
- Each participant have a unique role, which changes during the game



Gameplay

- Several participants play the outside world.
- They have strategic goals.
- And compete with team-run companies for profit.



Physical production and logistics



Enterprise

- Enterprise is modeled in the training room physically
- We use custom built little production equipment
- Wooden railroad system with electric trains

Time

- The game takes place in real time. 1 game year is equal to 60 minutes
- During one real-time hour players must buy materials, deliver them to factory by train, produce (physically move ball bearing from one production machine to another), deliver ready-made production to the customer, receive payments, produce financial reports, install new production equipment etc.
- The game covers 6-7 years of a real company's life.
- Results of strategic decisions made in one year are seen in the next.

MERKIS training structure

- **One game round (year) (4 hours)**
 - Decision making round (30 min)
 - The game itself (70 min)
 - Retreat in teams (20 min)
 - Self analysis (15 min)
 - Trainer's feedback (30min)
 - New theory and exercises(30-60 min)



Critical decisions in the game

- Sales
 - How to increase sales?
 - How to act while bidding for contracts?
 - To compete or cooperate?
- Finance
 - How to decrease variable costs?
 - How to decrease fixed costs?
 - To invest in equipment or not?
- Production and Logistics
 - What equipment to buy?
 - What equipment can be invented?
 - How to optimize production?
 - How to optimize logistics?
- Team
 - How to assign responsibilities among team members?
 - How to allocate time?
- How to cooperate with the Government?



Main Results

- Proactivity
- Change of collective mind towards Outcome Frame thinking
- Positive thinking
- “Out of the box” thinking
- Helicopter view on the whole enterprise
- Understanding the importance of other functions
- Development of specific competences
- Development of specific skills
- Feedback

Skills that are trained

- Leadership
- Setting and achieving business goals
- Tactical management and planning
- Company's finances, management accounting and budgeting
- Introducing work procedures
- Problem-solving in production and logistics
- Negotiation skills with external parties
- Cross-departmental communication
- Effective cooperation in a team
- Decision making in uncertainty
- Creative thinking

Who can apply?

1
Students will be enrolled in Blended Intensive Program (BIP). To join BIP your higher education has to be in Erasmus+ BIP program

2
Any bachelor and master study program students

BIP Participation fee: 260,- Eur (accommodation student hostel, +HB,)
Participation fee for others: 260,- Eur

Additional information

Good afternoon! ↔ Labdien!

Good morning! ↔ Labrīt!

Sorry! ↔ Atvainojos!

Thank you! ↔ Paldies!

Yes ↔ Jā

No ↔ Nē



Projects co-funded by the Erasmus+ Programme of the European Union.