

Food and Accommodation

Food will be provided for breakfast and lunch. Please let us know if one of your student has any food intolerance so that we can make arrangements.

We guarantee 4 nights in a Youth Hostel in Paris. Upon receipt of the registration form, we will provide full information on the Youth Hostel that will accommodate the students.

IMPORTANT NOTE

Accommodation will be taken for the students only for the duration of the business week (from Monday night to Thursday night). Any student who would like to arrive earlier in Paris or to stay longer would have to take care of his own accommodation.

Participation conditions

Registration deadline: 1st October, 2019

Cost of participation: € 235 per student

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Contact details

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WINTER BUSINESS WEEK

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November 25th to 29^h, 2019

International Economy Simulation Game



BUSINESS AND ADMINISTRATION

**Creation and management
of a multinational Company selling robotic appliances
using an internet simulation program**

Objectives

- Emphasizing the capacity to run a multinational company and make the appropriate decisions
- Implementing managing skills related to the macroeconomic environment and the understanding of its mechanisms
- Developing written and oral corporate communication skills

Case study

Part 1 : Creation of the company

The creation of the firm implies initial decisions that will determine the future performance of the company.

→ *Work on documents and discussion inside every group to choose the initial parameters of the company (products, sales areas, number and location of the factories, etc.)*

Part 2 : Management of the company

The company will be managed through a series of decisions taking into account the results of the company, the position of its competitors and the international environment.

→ *Work on the international environment and the competitors attitude*

→ *Analysis of the results of the company*

→ *Preparation of the appropriate decisions*

Part 3 : Corporate communication

Every company needs to issue some information to the public and the investors.

→ *Work on the CEO's biography*

→ *Choice of a motto and of some elements of identity for the company and its products*

→ *Preparation of a few press releases*

→ *Web design: building a website for the company*



Work in international teams

In order to experience how it is to work with different cultures and in English, students will be split in groups of 7 to 8 participants coming from various countries. The lecturers in charge of the business game will help the groups.



Provisional schedule

Monday 25 th November	13.00 to 17.00	Arrival of the participants Presentation of the week and beginning of the game The students present their schools
Tuesday 26 th November	09.00 to 12.00	Business game
	13.30 to 17.00	Business game
Wednesday 27 th November	09.00 to 12.00	Business game
	14.00 to 17.00 At night	Visit of Paris Boat trip along the Seine
Thursday 28 th November	09.00 to 12.00	Preparation of the presentations
	12.00 to 14.00	Food from around the world
	14.00 to 17.00	Oral presentations
Friday 29 th November	09.30 to 12.00	Conclusion of the week. Prize giving ceremony