Understanding and Managing a Business as a Dynamic Whole – Business Simulation Game (5 ECTS)

Content

- The foundation for this course is a decentralised and collaborative business simulation exercise in which students work in teams and collaborate with other teams. Besides engaging in real-time decision-making during the simulation days, the students will complete assignments that relate to various business sciences and analyse the actions taken in the simulation outside the simulation days.
- The participation takes place in small virtual groups, the members of which come from different universities.
- The thematic core for the simulation is the entity formed by the different functions of a company and the responsible agency of the company in a network of enterprises. The relevant themes include several areas of cross-company functions (purchasing, project management, distribution and customer relationships) and the reporting related to these topics. The course emphasises the entity of business operations from the perspective of responsible management.
- During the course, students are introduced to the dynamics of business networks where the students' company is part of a network of competitors, suppliers and customers.
- The theoretical material and the exercises distributed on the course are related to the thematic core for the simulation and for other LITO learning themes.

Prerequisites and other material or equipment

The course serves as a capstone, bridging together the other modules in the LITO entity. The course provides an overall picture of business dynamics and explains how the different fields of business studies are related to it. Various tools and services outside the DigiCampus learning platform may be used in the analyses during the course.

It is recommended that before taking this course, the student has taken at least the following LITO courses: 'Introduction to Accounting and Financial Management' and 'Basics of Management and Organisations'. Alternatively, the student must possess sufficient previous knowledge in these fields in order to be able to analyse a business as a whole.

Please note that the completion of the course takes place on the DigiCampus learning platform. Login instructions to the platform will be provided to the students who have registered for the course via email.

Learning objectives

After completing the course, students will be able to:

- describe how different areas in business studies are connected in the entity of enterprise functions and in making a profit
- apply various methods of collaboration in a virtual team and to become aware of the key regularities in the collaborative business environment
- apply different business analysis tools in planning and managing a business and to understand the essential role of strategy in the process.

A central part of the course is the optimisation of a business as a whole with respect to both various business functions and goals; students will understand why it is not practical to optimise single functions separately and why the management needs to have a holistic perspective of the company that simultaneously takes into account social, ecological and financial responsibility.

Course assignments, working methods and literature

Pre-assignment: The course includes a compulsory preliminary assignment that has to be successfully completed by a pre-defined date. The instructions for the pre-assignment are given to the students who have registered for the course within the registration period.

Course assignments: The course assignments are related to both the planning of the simulation company operations and the analysis of materialised operations, as well as being related to the development of the core metaskills needed in working life. The exercises related to the simulation game include, for example:

- developing a business plan and a company's value proposition
- analysing profitability from the perspective of ecological, social and financial responsibility
- various strategic analyses of the company operations and competitive situation based on different indicators
- income statement and profitability, gross margin and cash flow analysis (the essential parameters covered in the course 'Introduction to Accounting and Financial Management')
- market analysis
- annual reporting.

An essential part of the course is also a review of the core metaskills needed in working life. Related to this, the course assignments include exercises related to team grouping, as well as including an evaluation and analysis of team and personal activities.

The students complete the assignments both individually and as group work.

Active participation during simulation days is a requirement for passing the course.

The course instructors provide guidelines on the use of artificial intelligence applications during the course.

The literature includes: simulation game instructions, a description of the simulation environment, learning videos, a course hand-out and a selection of other articles (to be announced).

Workload

Course workload (134 hours) consists of

- reading the theoretical supplementary material: 50 hours

- planning and analysis tasks: 66 hours
- business simulation game: 3 x 6 hours = 18 hours

Evaluation

Evaluation as pass/fail is used. Performance will be evaluated based on the assignments given during the course. Students must pass all the course assignments in order to pass the course.

Language

The language of instruction is English, but a student may return individual assignments in Finnish if s/he so wishes. The simulation teams may speak Finnish, if there are no non-Finnish speaking members in the team.

Number of participants and registration for the course

When registering for the course, students should bear in mind that the simulation game requires their commitment to the entire duration of the course, as the implementation of the simulation game requires that there are at least 50 attendees from the LITO universities.

A max. 20 of students per university are admitted in the order of registration for each business simulation game period. If there are fewer students from any university, the number of students from the other universities may be increased; the total number of students should not exceed 180.

Proper registration for the course at the home university is obligatory and required gaining for credit. Late registrations will not be accepted.

Transfer of student information

LITO courses are organised in co-operation with multiple universities. To receive credits for the courses, students must be granted the right to attend the courses for which they have registered from the host university. To grant the right to attend a course (or courses), the home university will transfer personal student information to the host university responsible for organising the course. The data to be transferred includes the student's surname, first name, possible middle name(s), gender, mother tongue, nationality, e-mail address, personal identification number and home university. If a student does not have a Finnish personal identification number, their date of birth and student ID (oid) will be transferred. Data classified as secret will not be transferred. Receiving credit for the course(s) is not possible without transferring personal student information.

LITO Data Protection Notification is available at www.lito.fi.

Further information

University of Turku organises the course in the academic year 2026-2027.

The latest information about the course is updated and published at www.lito.fi.