



# **SERVICE SIMULATION GAME**

## **COURSE OUTLINE**

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**TIME** Research Area | Service and Technology Marketing (**STM**)

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## 1 COURSE OVERVIEW

Course Name:	Service Simulation Game (Planspiel)
Degree Programmes:	<ol style="list-style-type: none"> <li>1. M.Sc. BWL (PO 2013)</li> <li>2. M.Sc. WiWi (PO 2014)</li> <li>3. M.Sc. WiIng (PO 2015):</li> </ol>
Lecturer:	Prof. Dr. Stefanie Paluch
Contact:	Alexander Kies ( <a href="mailto:kies@time.rwth-aachen.de">kies@time.rwth-aachen.de</a> )
Location and Time:	Kackertstr. 7, Room B201 Wednesday 14:15-15:45
Content Description:	Today's students need to understand complex problems, experience working in teams of people with diverse opinions and personalities, and ultimately come to a decision in the face of many competing options. To address this, this course will utilize business simulations to offer students real-world experience with a variety of strategy issues. From the viewpoint of a service company, the students will be challenged to implement their strategy by making a wide range of decisions in marketing, operations, management, human resource development, finances, and asset management. A unique aspect is its service context, which is very applicable to issues in today's economy.
Qualification Objectives:	Students will implement their knowledge of strategic business making in a simulation game. The competitive 24/7 web-based business simulation provides an environment for students to see how their strategy turns out. Students should learn to formulate their overall strategy and translate theoretical concepts into strategic management skills.
Course Examination:	<ol style="list-style-type: none"> <li>1. Written reports (50%)</li> <li>2. Oral presentations (50%)</li> </ol>
Participation Requirements:	Solid command of English
Group Size:	20 participants (max)
Type of Teaching Event:	Lecture with integrated online simulation and group coaching sessions
Language:	English
Credits:	5

## 2 SIMULATION GAME

The course familiarizes students with the practical challenges of strategic service management. Based on the concepts of strategic service management and design, students implement their knowledge and skills in a simulation game. From the viewpoint of a service company the students are challenged to come to realistic decisions in daily business situations. Students will have to present their results and decisions throughout the simulation in a) an oral presentation at the closing event on June 6th (in groups) and b) written reports during the simulation (in groups).

The table below depicts the preliminary schedule:

Date	Course Topic	Assignment (due)	Simulation Periods		
			#	Start	End
11.04.2018	Kick-Off		Training	25.04.2018	26.04.2018
18.04.2018	Strategy Coaching	-	1	27.04.2018	30.04.2018
22.04.2018		Team Presentation	2	01.05.2018	04.05.2018
25.04.2018	Simulation Coaching	-	3	05.05.2018	08.05.2018
26.04.2018	-	Strategy Report	4	09.05.2018	12.05.2018
08.05.2018	-	Presentation Status Quo	5	13.05.2018	15.05.2018
09.05.2018	Individual Feedback	-	6	16.05.2018	18.05.2018
05.06.2018	-	Poster	7	26.05.2018	28.05.2018
06.06.2018	Final Presentation	-	8	29.05.2018	31.05.2018
07.06.2018	(optional) Presentation Feedback				

A full-day closing event on June 6th is **mandatory** and will take place in Düsseldorf or Köln.

This course will be managed via the e-learning platform L2P. All lecture slides, student presentation slides and readings will be deposited here. In addition, we will communicate all important pieces of information (e.g. group allocation, room changes) only via L2P. It is hence essential for you to sign up for our L2P course.

All lectures, discussions, oral presentations and written term papers will be in English language. The final grade is composed of two elements:

- (1) Written reports 50 percent
- (2) Oral presentations 50 percent

Please note that both elements need to be passed if the course is to be passed.

## 3 GROUP ASSIGNMENT

The simulation game enables the students in small groups to develop a service management strategy and simulate its effectiveness under business conditions. Each student will be assigned to a group typically consisting of three to five members and each group will compete against groups of other universities.