
Strategic Simulation

Academic course



Level of course unit: Master

ECTS: 3

Language of Instruction: English

Course Dates: tbd

Course will take place on site at the MCI in Innsbruck

Learning Outcomes:

The general objective of this course is to provide students with a unique, integrative learning experience through their active participation in the StratSim simulation game. Working in teams, students bid on and take over a company that they will actively manage over several simulated years. The company competes in the automotive industry with several other firms, each with different strengths and weaknesses. Strategic decisions are made under changing market conditions and in the context of competitors' actions. Overall, students will learn to understand how different organizational functions and domains interrelate with external dynamics at the industry and the macro level, and how to optimize integrated decisions. Moreover, students will improve their coordination and decision-making under time pressure in teams.

Course Contents

This course specifically aims to help students:

- Learn concepts and discuss issues in strategy implementation
- Integrate and demonstrate knowledge from the previous course in an active, challenging environment
- Understand key elements of the strategic management process through the simulation and

assignments (e.g. formulation of a vision/mission statement, portfolio-analysis, financial ratio analysis, SWOT-analysis, competitor analysis, etc.)

- Improve skills in information analysis and interpretation
- Demonstrate good management and team skills in a stressful environment
- Understand the linkage between marketing and strategy

Contact Person for registration:

internationalcentre@ulyssseus.eu

Application Deadline: 31.08.2022

Available Spots: 5

Fee: EUR 50 for simulation game + EUR 20, 70
(Austrian Students' Union Fee)




The Ulysseus Action has received funding from the European Union's Erasmus + Programme under the grant agreement No 101004050. The views and opinions expressed in this communication are the sole responsibility of the authors and do not necessarily reflect the views of the European Commission