

MANAGEMENT SIMULATION IN TOURISM

Module description	Management Simulation im Tourismus
Module description in English	Management Simulation in Tourism
Level of qualification/degree program hosting the module	Studium.Pro
Module number	88-000-SPDis101-H-0921
Responsible faculty	WFI - Ingolstadt School of Management
Module coordinator	Prof. Harald Pechlaner
Credit points (ECTS credits)	5 ECTS credits
Skills	Students in all roles will: ▪ Improve their entrepreneurial and intercultural skills When participating as a member of a competitive team: ▪ Using theoretical approaches, develop a strategy for a tourism establishment in a competitive business environment ▪ analyze a product portfolio ▪ coordinate in a team and define functions within the team improve their entrepreneurial and intercultural skills ▪ apply operational and financial planning and information systems ▪ break down strategy into operational decisions and activities - including purchasing and sales activities, recruitment and management of staff, investment in renovations and services and marketing ▪ Learn crisis communication ▪ Develop marketing tools (product logo, claim, advertising presence) ▪ present their ideas to customers and competitors at a trade fair ▪ Analyze competitors on the market If participating as a student coach: ▪ participation in the organization of the Winter School ▪ design the supporting program ▪ advise the student teams ▪ supervise guest students and guest lecturers ▪ observe and evaluate the marketing and other activities of the competing student teams ▪ Present tasks and evaluations to the entire group of Winter School participants ▪ document the course of the Winter School from planning to implementation and follow-up

	- reflect on their own role and what they have learned. If participating as a member of the media team: - document the Winter School with the help of media (film and photography) - Conduct and film interviews with participating students and lecturers - participate in the organization of the Winter School - advise the competing student teams on the development and implementation of their marketing strategy - observe and evaluate the marketing and other activities of the competing student teams - create a film about the project week as a team, which will be shown at the closing event
Content/topics	The basis is a management simulation in tourism, which has to be managed as a real company with real KPIs by teams of students competing against each other. The teaching units will focus on both theoretical and practical concepts and include the following units: - introduction and preparation session - opening ceremony of the simulation - trade fair - round 1 (year 1) - round 2 (year 2) - round 3 (year 3) - round 4 (year 4) “3 minute pitch” - summarizing reflection. Students can participate in different roles: - as a member of a competing team - as a student coach (especially for students who have already participated as a member of a competing team in a previous round) - as a member of the media team
Formal requirements for participation	None
Teaching and examination language	English
Teaching and learning methods/course types	Interactive seminar consisting of (1) simulation game with group work under the guidance of lecturers and (2) self-directed learning
Requirements for the awarding of ECTS:	Proof of performance assessed as at least with the grade 4,0
Workload/Allocation of ECTS credits	Contact/self-study (seminar): 30 h (1 ECTS) Preparation/follow-up work: 45 h (1.5 ECTS) Preparation of performance record: 75 h (2.5

	ECTS)
Module grade	Portfolio (100%)
Course rotation	Winter semester