Master of Engineering Management Programs Consortium

MEMPC

Cornell University
Dartmouth College
Duke University
Massachusetts Institute of Technology
Northwestern University
Stanford University
University of Southern California

PRISIM Business War Games

MEMPC PriSim Business War Games Competition: February 1 – March 3, 2016

Each MEMPC school will select their own students to form a homogeneous "Management Team" of four students. (Maximum of two teams per school). Match your strategic management skills against your fellow MEMPC schools!

Competition Timeline (All times are Central Standard)

- Monday, Feb. 1, 7 PM - Webinar #1: Building Teams; (NU Professor Gail Berger)
- Tuesday, Feb. 2 – Online, Self-paced Webinar #2: Business Simulation Kickoff; (NU Professor Dave Semb)
    - *It is a requirement that you watch this webinar before beginning work in the simulation! A link to the webinar recording will be sent to you on Tuesday, Feb. 2.*
- Friday, Feb. 5 – Decisions Due at 3PM
- Tuesday, Feb. 9 – Decisions Due at 3PM
- Friday, Feb. 12 – Decisions Due at 3PM
- Tuesday, Feb. 16 – Decisions Due at 3PM
- Friday, Feb. 19 – Decisions Due at 3PM
- Tuesday, Feb. 23 – Decisions Due at 3PM
- Friday, Feb. 26 – Decisions Due at 3PM
- Tuesday, Mar. 1 – Decisions Due at 3PM
- Thursday, Mar. 3, 7PM - Webinar #3: After-Action Review and Wrap-up; (Professor Dave Semb)

Overview

Strategic management is at the core of all decisions made in **StratSimManagement**. Students start by conducting an analysis of the business environment before articulating the vision and mission of the organization. They must manage short- and long-term objectives, making integrated decisions that impact all areas of the business. Teams compete directly against each other with the results being dependent upon how the competitors interact, what new products are introduced, and how these products are supported. StratSimManagement is built on the StratSim methodology used by thousands of students since the mid-1990s.

The Case

Groups of 4 students (maximum of two teams from each MEMPC School) are put in the role of a management team that takes over one of several companies competing in the **domestic automobile industry**. Some companies choose to position themselves as high-end niche producers while others are more value and volume driven. Each company begins the simulation with three vehicles and then must decide how best to improve their performance and potentially enter new market segments that offer opportunities for growth.

Objectives

Much of the complexity of the automobile industry has been simplified to allow participants to focus their time and energy on strategic & financial issues. However, we've retained as much realism as possible to make it easier to quickly understand the overall environment. StratSimManagement addresses the following issues:

- Developing a business definition and implementing a profitable long-term business strategy
- Identifying market opportunities and creating product/service offerings to satisfy them
- Analyzing competitors and understanding their strategic intent
- Creating the corporate infrastructure necessary to sustain growth
- Allocating scarce resources among products, functions, and other investment alternatives
- How to communicate and influence effectively on a team-based project

This competition will be managed and moderated by PriSim Business War Games in conjunction with the MEMPC committee.