Young entrepreneurs – A business simulation

Procedure:

- ⇨ You work in teams of 4-5 for the whole first term.
- ⇨ Each team represents a new start-up company.
- ⇨ Each start-up company develops a new product / service.
- ⇨ You work through different stages (e.g. market research, product planning, product presentation, advertising, personnel management, recruitment…).
- ⇨ Your idea and concept will be evaluated and the best concept will be chosen.
- ⇨ Final highlight: Business Class Contest (5 schools will compete with each other and a jury will elect the winner)

Assessment:

At the end of the simulation everybody will get a mark for his/her contribution to the simulation and quality of his/her work. Oral as well as written contributions will be taken into account. You will hand in a project folder (one per group) as a documentation of your work.

General rules:

- Only English is spoken (also while working in groups)! This gives you the opportunity to speak freely without worrying too much about mistakes.
- The success of the simulation is largely dependent on what you put into it!!!

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