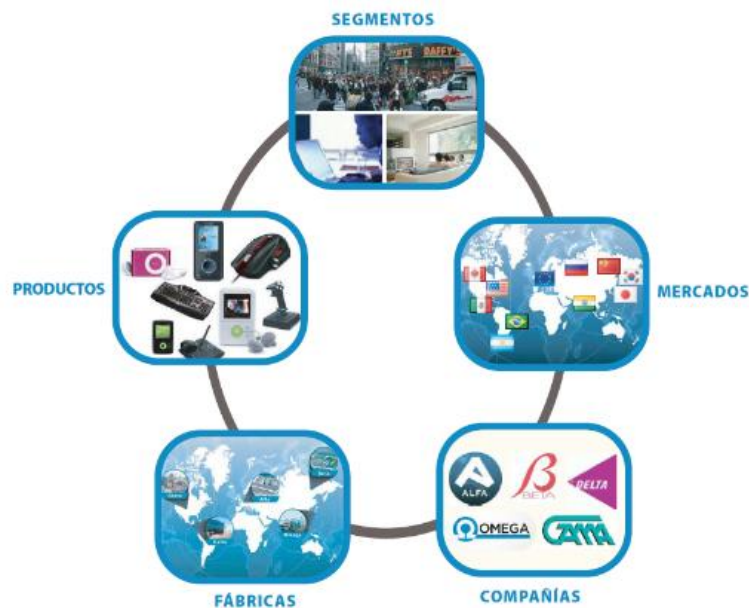




Area: Production
Level: 4,5,6,7
Modality: Competitive Team
 Individual Competitive
Time: 16 to 40 hours

Subject:
 Internationalization strategy
 Economic-Financial Management
 Operation Management
 Human Resources Management

Business Global replicates the competitive scenario found in 5 competing household equipment companies. Each of these has a different competitive position on the market according to their location in several geographical zones on an international scale. Companies produce and sell three product lines: high self care technology, small appliances and Home Automation Systems. The simulator takes up to 10 markets in consideration and from each of them, 3 segments of market demand (price, innovation and services).



Participants must make decisions related to:

- **Markets:** new market entry
- **Production:** new factories purchase and investment on technological development.
- **Products:** product innovation
- **Marketing:** promotion and prices by market
- **Human resources:** staff training
- **Market research:** research purchase
- **Funding:** Long Term Loans

Furthermore, participants will have to solve certain exercises related to human resources, quality management and market research reports analysis.