



MANAGEMENT

THE CHALLENGE

Manage a golf course as well as its pro shop and restaurant services. Carry out two expansion projects to build a second 18-hole course and a new 12-hole executive course. Supervise a team of four managers: the Assistant Manager, the Golf Course Superintendent, the Executive Chef and the Head Golf Professional.

DECISION-MAKING SKILLS

STRATEGY – Providing the right mix of products and services in a highly competitive market.

PLANNING – Preparing and submitting an annual business plan and budget.

ORGANISING – Supervising three profit centers with different cost structures. Overseeing decisions in operations, marketing, human resources and finance.

INVESTMENTS – Evaluating and carrying out two major investment projects.

CONTROL – Measuring up performance against objectives and assessing the impact of past decisions.

VERSIONS

Solo – Participants manage their own simulation and compete against virtual firms.

Team – Participants are divided into teams that compete as separate companies in the same market

CALENDAR

The simulation is designed for use in intensive training or as part of semester-long courses.

PEDAGOGICAL APPROACH

Supervision of participants from beginning to end:
Preparation • Simulation • Evaluation

EVALUATION

Mini-cases • Logbook • Quiz - Tutorials • Quiz - Overview • Team performance assessment • 360-degree evaluation

DOCUMENTATION

Preparation Tutorials • Context-sensitive help • Advice provided by virtual managers • Budget calculator • Summary and full financial reports • Honour's Podium and World Ranking

A UNIQUE TOOL

Experiential learning • Realistic and stimulating scenario • Attractive and modern user interface • Links to course content • Summary presentation of data for professors • Diagnosis tool of individual companies

CUSTOMER SERVICE FOR INSTRUCTORS

Participant registration • Service 7 days a week • Servers based in Montreal (Canada) • Secure Site