



BUSINESS AND ENTREPRENEURSHIP

THE CHALLENGE

Manage the expansion of an SME that manufactures polyethylene kayaks and expand the company's sales territory throughout Canada and into the United States and Mexico. Lead an ambitious strategy for rapid growth and increased production capacity. Supervise a team of four top managers from the marketing, production, human resources and finance departments.

COMPETENCY OBJECTIVES

Integrated management approach of an SME and the following functions:

- **Marketing** (7 decisions)
- **Production** (5 decisions)
- **HR** (5 decisions)
- **Finance** (3 decisions)

PEDAGOGICAL APPROACH

Provide guidance to participants from beginning to end:

1. **Preparation** - Tutorials
2. **Simulation** - Advice
3. **Evaluation** - Online

TARGET AUDIENCE

Kayak standard with 16 market segments - Participants with little business knowledge.

Kayak plus with 80 market segments - Participants with basic knowledge in accounting and marketing.

CALENDAR

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

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.

EVALUATION

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

DOCUMENTATION

Learning Tutorials • Context-sensitive help • Advice provided by virtual managers • Price calculator • Budget calculator
• Summary and full 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