

LAPORAN PROJEK TAHUN AKHIR
KURSUS DIPLOMA LANJUTAN KEJURUTERAAN JENTERA
KAJIAN KEJURUTERAAN, I.T.M., SHAH ALAM

MANAGEMENT GAME

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PREFACE

The management game is designed to introduce students to the corporate nature of planning and control and of associated decision making.

The game simulates a typical competitive business situation in which several companies sell same product in similar markets. Although the type of industry is not specified, it could be thought of as the manufacture of consumer durable products.

The business environment is created by a computer programme which examines the decisions taken by each of the companies and relates these decisions to one another and to the background marketing situation. The programme covers the five functions listed below, each of which may be considered to be a department of the company.

1. Marketing
2. Distribution
3. Production
4. Finance
5. Research and Development.

The decisions and actions taken by any company executive are inter-related with those of his colleagues, and in turn affect the decisions and actions of others.

The game provides an opportunity to practise corporate decision making. It does not attempt to reproduce faithfully all the conditions that would be met in a real-life situation. To do so would result in a model too complex, it is sufficient to make a model of basic company functions.

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