



TEAM BUSINESS

TEAM BUSINESS:

THIS SUMMER FUNDAMENTALS OF BUSINESS FACULTY WILL PARTNER WITH TEAM BUSINESS TO BRING STUDENTS AN INTENSIVE AND ENGAGING BUSINESS-SUMULATION WHERE STUDENTS EXPERIENCE THE WORLD OF ENTREPRENEURSHIP BY CREATING IT THEMSELVES. TEAM BUSINESS, LAUNCHED IN 2002 BY ENTREPRENEUR AND MCDONOUGH BUSINESS SCHOOL ALUMNUS LARA AZZAM, AND SOUTH AFRICAN FACILITATOR/INSTRUCTOR, ANDRE VAN DER BERGH, WILL HELP STUDENTS RENDER BUSINESS DECISIONS, SOLVE PROBLEMS AND GIVE STUDENTS THE NECESSARY ANALYTICAL TOOLS TO COMPETE IN AN INCREASINGLY GLOBAL BUSINESS ENVIRONMENT. THIS PROGRAM HAS BEEN SPECIFICALLY TAILORED FOR STUDENTS IN THE FUNDAMENTALS OF BUSINESS COURSE.

For the Undergraduate Students:

The BOX program is an engaging hands-on business simulation where students experience the world of entrepreneurship by creating it themselves. Teams of 4 to 10 participants will compete with one another. The facilitator will guide the students through the process of running their very own startup company - from investing in hard assets and manufacturing to financial management and advertising.

During the simulation, the following behaviors are observed:

- Very high levels of interaction among team members
- Very high levels of engagement and participation in the learning experience
- Increasing levels of focus and output achieved progressively through the simulation
- A growing understanding of business principles evidenced by the nature of questions asked, business decisions made and innovations introduced.

While participants are under pressure to perform and make good business decisions, they are very energized and have a great deal of fun in the process, making the learning experience both memorable and valuable.

LEARNING OUTCOMES:

Key Concepts	<ul style="list-style-type: none">▪ The cornerstones of business – customer satisfaction, costs, revenue, profit▪ The impact of technology▪ The challenge of reduced demand▪ The role of quality▪ The role of advertising▪ The concept of adding value▪ The affordability of staff▪ The dynamics of market forces and pricing▪ The impact of interest and tax on profit▪ The value chain – suppliers, inputs, processes, outputs, customers
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Participants will leave the simulation with the following valuable insights:

- A crisp understanding of the Key Business Drivers, their relationship to one another and their impact on profitability.
- Clarity regarding the Critical Business Inputs (Staff, Time, Resources, Information and Processes) that determine how effectively business objectives are achieved.
- The ability to identify and define shortcomings and opportunities for improvement within the business.