

Bepart Symposium & Open Space 8 – 9 June in Rostock

Annotation to Workshops and Keynote

Keynote Title	UGS® GAME – A Startup Game to Learn Entrepreneurship
Institutional Background of Presenter	University of Applied Sciences Ulm, ifm – Institute for Foreign Languages and Management
Presenter:	Prof. Volkmar Liebig
Commenting words	<p>UGS® GAME is an innovative startup business game for training the role of entrepreneurs and training the business thinking, acting and deciding.</p> <p>The participants of the business game work software supported in teams. They create a business plan and develop a startup business in several periods in competition with other teams in a realistic market. Participants learn the essentials of entrepreneurial behaviour through role-playing. For example: Is my business idea any good? Do I have adequate expertise and social skills? Is the location suitable? What external resources do I need? How do I write a business plan and how do I talk to my bank?</p> <p>The special issue of UGS® GAME is the planning and simulation software UGS® SIM. The teams use the software for decisions and simulations and for creating their own business plan in the game.</p> <p>After the startup business game the participants can develop with the software UGS® SIM their own real business plan as an entrepreneur or real project as an intrapreneur. 1999 developed, this USP of UGS® GAME makes this business game an excellent tool for teaching business administration in schools and universities and similar institutions. Especially if the institutions are acting as incubators.</p> <p>The startup business game UGS® GAME includes</p> <ul style="list-style-type: none">• Manual for the participants• Teaching Notes and equipment for the teacher• Software UGS® SIM for the teams• Software UGS® MASTER for the teacher <p>The teacher will be supported by train-the-trainer workshops and by a hotline.</p> <p>A one and a half day workshop is the foundation of UGS® GAME. To guarantee a highly effective training, the number of participants is limited to a total of 20 persons, divided in teams up to 5 persons.</p> <p>Further informations: www.ugs.de - info@ugs.de</p>