

SIMULATION GAME: CSR Trade Fair

REGINA BRAUTLACHT

GERMAN COURSE TITLE: Wirtschaftsfremdsprache Englisch (Business English)

General Course Information

1. Lesson Plan Information

Course: Business English: A Simulation Course in Entrepreneurship

Business English is a simulation course in entrepreneurship with an introduction to the fundamental ideas of sustainable business practices and Corporate Social Responsibility (CSR). Students in Business Management are introduced to the key concepts of CSR and apply this in their simulation companies. A teaching team of 5 instructors teaches the course from the Language Centre and Ms. Regina Brautlacht is the course coordinator.

Length/duration (3 hours)

The course lasts 14–15 weeks and is offered every semester; the CSR trade fair lasts three hours and usually takes place in late afternoon to make sure that students can attend without missing other lectures.

Level (undergraduate)

First-year students in an undergraduate B.Sc. in Management Sciences (H-BRS); students must have a B2 or better English language proficiency to enroll in the course.

Number of students:

120–250 students.
The more students are involved, the more authentic the simulation becomes.

Name of activity: CSR Trade Fair

2. Time Requirements

Before the lesson:

Course management / administrative tasks: A large facility for a trade fair must be booked. In our case, the university's cafeteria which can hold around 300 students.

Students tasks: In general, there are at least six weeks of student preparation to have the needed materials for their trade fair stands. This includes business cards, company brochure, price list and other promotional materials to be displayed in the booth. The students have practiced their pitches in a previous networking event.

Press/website: Invite members of the press to visit the trade fair and PR representatives of the university. Announce the event on the university website and also register in other university-wide activities (diversity) or international events (European Sustainable Development Week).

Implementation: 120 students sell their products to the fair attendees who are students in the lower-level English courses (80 students). This is the schedule that is provided in a brochure with every company showcasing their products.

17:15 -18:30 CSR Trade Fair for Start-Ups 2018 for simulated student companies (cafeteria)

Sales Team 1 (representatives pitch their start-up products/services from 5:15-5:50 pm)

Short Meeting (approx. 5 minutes)

Sales Team 2 (representatives pitch their start-up products/services from 5:55-6:30 pm)

18:30 - 19:00 Break / tour for the press / jury meeting (selected booths will be invited to speak with the press)

19:00 - 19:15 Student Merit Awards ceremony (cafeteria)

19:15 - 19:30 Disassembly of booths and wrap-up of exhibits

Follow-Up: In the next class, the students tally their sales results and each company posts the results online for the other students so that they can prepare a turnover report that is presented the following week to prepare students for the final task of presenting before investors.

3. Description & Learning Outcome(s)

Description: Students can function in a trade fair by selling their products and services to customers in English. They can negotiate prices and make deals with other businesses.

4. Competencies & Skills:

What knowledge and skills have the learners acquired: Students learn to pitch a product and to market their products and services. They learn to speak English in a professional setting where the emphasis is not on perfect grammatical sentence structures but on communicative competencies that involve many different skills (soft skills, writing skills, negotiation skills, listening skills, and advanced speaking skills)

5. Assessment/Evaluation

How are the students assessed and evaluated?

Students are assessed individually and as a group (company) by two assessors during the trade fair. From 100 points for the entire course, 11 points can be awarded. That is an equivalent of 11 % of the total grade in the course.

Company stand and team effort (four points): Three points can be earned for an attractive booth with neat promotional materials. Students will need, for example, a CSR poster, a price list, business cards, name tags, and at least one promotional tool (product sample, give-away, raffle, etc.).

One point can be gained for acting as a team. If possible, try to wear something appropriate for a trade fair, for example, a suit for an accounting company, jeans for a fitness studio. Companies often wear colors or accessories associated with their companies.

Note: Students will not gain extra points for expensive printouts of your material or extravagant freebies. It is more important to show you have thought about the different aspects involved in a trade fair.

The company sales pitch and negotiating skills (four points): Two points can be earned for a convincing sales pitch. Your team should also be able to communicate a clear idea of your product (what it is, how it works, how much it costs, how it can be paid for, how it will be delivered, etc.). Everyone on the team must be able to sell your company and answer questions about it. Two points can be gained for trying to negotiate a price, both when selling your own product or buying products from the stands of other companies.

The overall impression (three points): Two points are awarded if your team has a good mix of the above. If one or more members are not involved, points may be deducted from the overall impression.

6. Applied Learning Approach

A. Practice-oriented teaching; learning by doing with scaffolding provided prior to the event.

B. Learning environment

Cafeteria that resembles a trade fair facility

C. Resources/materials

Students present their own marketing materials that they have written in class and also provide promotional tools that they created on their own.

7. Reflection & Feedback

In general, students receive feedback one or two days after the event, the number of points each team received from the two assessors of the teaching team

Student feedback: After the trade fair, the students are interviewed by the teaching team (4–5 companies per course with around 20 students). The university course evaluation also provides feedback as well.

Student Merit Awards: The Language Centre, the Centre for Entrepreneurship, Innovation and Small Businesses (CENTIM), and the International Centre for Sustainable Development (IZNE) will award students in three different categories:

- 1) Most convincing entrepreneurial concept “Best Start-Up”
- 2) Most convincing sustainable business concept
“Sustainable Business Practice”
- 3) “Best Booth”

8. Additional References and Links

<https://www.youtube.com/watch?v=r6s4teqv3kQ&t=115s>

<https://www.h-brs.de/de/pressemitteilung/simulations-messe-trade-fair>