

Learning Material – Those who want to further develop Testing

Who

1. 29 master students Engineering: print and media technologies
 Electrical engineering
 Engineering: Quality Management
2. 2 bachelor students Engineering: Media engineering / Media economics

Where

University of Wuppertal (BUW - Bergische Universität Wuppertal)

What

1. Course: Media Economics / Information Economics
2. Course: Management and Innovation in Media Industry

Selected issues: Business Model – Design Thinking – Development of strategies

How

Integration into

1. Business Game “General Management” (by TOPSIM)
2. Lecture and seminar – including individual project work

When

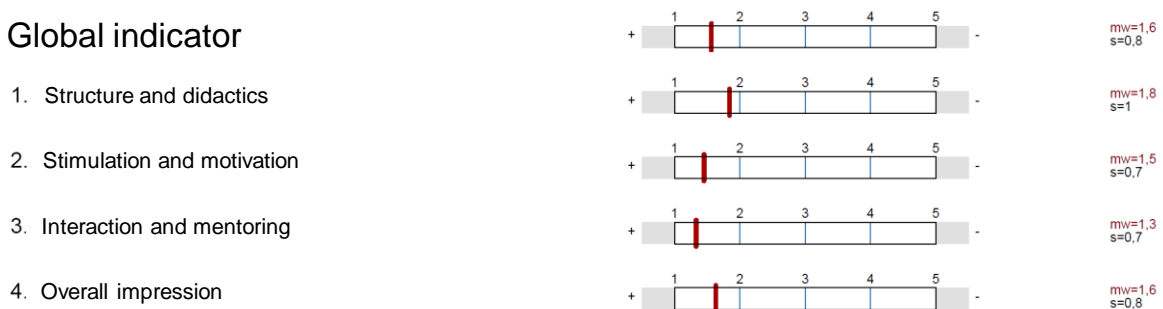
1. March 2019 (Block Course – 1 week)
2. April – July 2019 (still running)

Feedback of the participants

1. The course was evaluated by BUW’s team “quality management in teaching” – feedback refers to the course on the whole
2. This course is still running – no feedback available yet

At a glance

Global indicator



Thrive! Entrepreneurial skills as solid base for a future in the Creative Industry

Overall impression



What did you like most?

Selected answers (open question)

- You learn how a company is run.
- The course is very interesting. We had a lot of fun and at the same time we learned a lot. Too bad it only takes a week.
- Realism.
- Learning curve was enormous.
- Game is fun and motivates to acquire (theory) knowledge.
- Learning by doing is very practical.
- The competition with the other groups was fun.
- The course was a lot of fun - I would not have expected.
Has aroused my interest in these topics.
- The management game / simulation helped to better understand economic relationships.

Note:

Because of GDPR we are not allowed to impart an attendance list etc.