

The feelings of the International Business Simulation/Managing International Business Strategies

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Time flies, five weeks of summer academy is coming to an end. Although it is very short time, I gained so many things from this course.

In order to adapt to the master's program in advance, I chose the international business simulation as my summer academy course. At the beginning of the course, I felt it was too difficult for me. First there was the language problem. Second there was the problem with the study model, so I wanted to change my course. How lucky was I because I just had the thoughts but I didn't make them come true. It is really an interesting course if you stick it out and put yourself into the class. And Olavi and Kari are really good teachers, they really helped me a lot and I liked discussing the business with Olavi very much, as he always gave me lots of good advice. He was absolutely in the most important role that made me continue this course at the beginning.

We had 10 students in this course. We made ourselves in the international chips & PCs business. Every student needed to operate his/her own company and choose the role of the company at the begin of the business simulation. My company was called Air and I am a wholesaler of chips & PCs in US, EU and Brazil. We had 7 manufactures and 3 wholesalers. The business is really the same as in reality. As the CEO of the company, you need to write the business plan and make the decision for each quarter. It's really exciting to make decision, because it seems like that you are the real CEO in an MNC, you need to take lots of things into the consideration. Such as the cost, the market trend, the inventory, the tax, the exchange rate and so on. It not only brings you the knowledge of the Fintopia, it's also the cultivation of a manager. As a manager, you really need to have a command of lots of thing. You need to know the finances very well, as it can make you save lots of profit. You need to be good at analyzing the marketing information, as it can make you be in a positive position when you negotiate with your supplier or buyer. You need to learn how to operate the demand curve to balance the price and quantity, as it can make you occupy the market share. You also need to care about the donations and charity for some world events, as it can improve the company's influence. There are lots of different things you need to use in your strategy for the company. All these things make you grow up quickly. It was really the most exciting moment for me that each time I received my company report from Kari because I can't wait to know the influence of my decision to my company. I also expected to gain lots of profits from the decisions.

Olavi and Kari also prepared lots of articles for us to read, and after reading we needed to do presentations and comments for articles. We complained this many times in private. But after finishing the presentations and comments, we really achieved a deeper understanding of Fintopia and the key points of international business. We had to admit that those authors are really great, they wrote these articles twenty or even more than twenty years ago, but they are still useful to current international business. They are really worth to be remembered and respected.

In one word, the international business simulation is really good course to choose. The most regrettable thing to me is that this course only has 5 weeks, as it is worthy of longer time to feel and devote yourself this course. So, if you have the chance to learn this course just have no hesitation to make the choice. I promise you that it will make a wonderful experience for you.