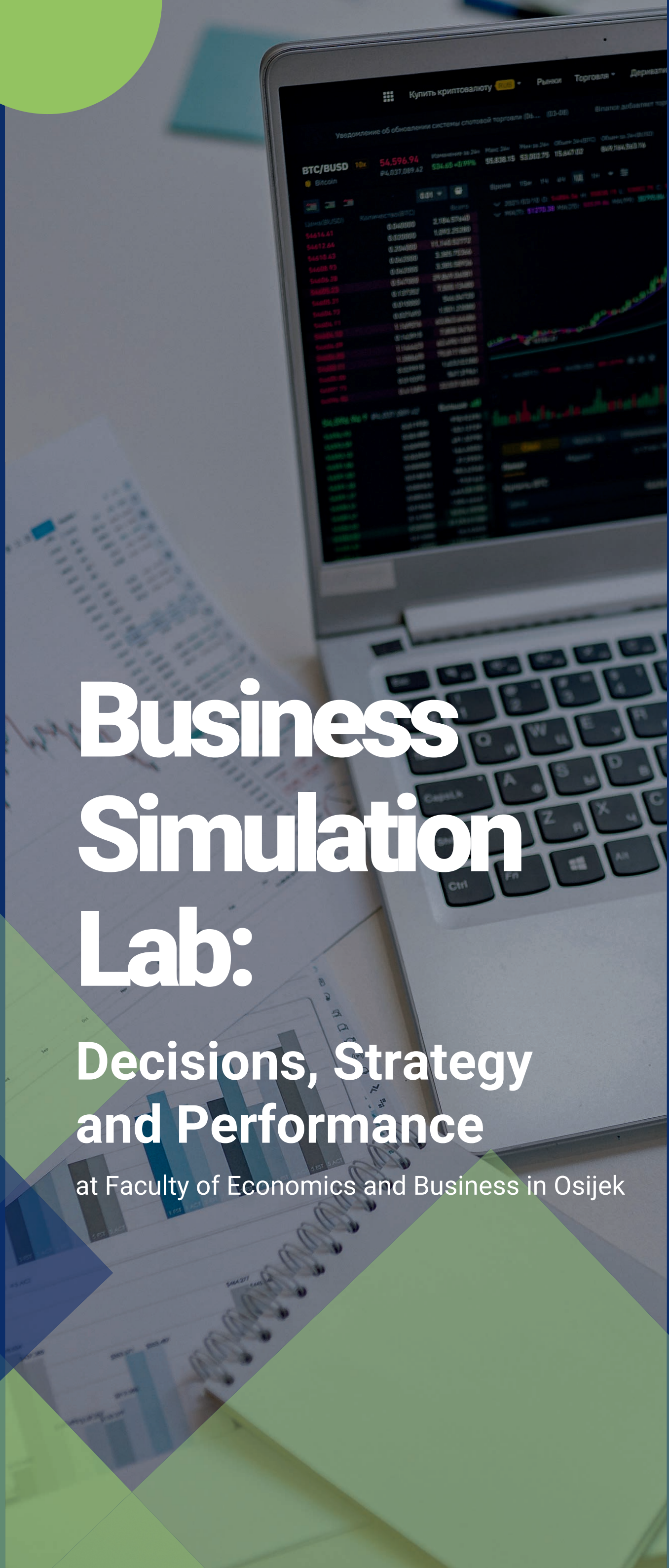

Business Simulation Lab:

Decisions, Strategy and Performance

at Faculty of Economics and Business in Osijek

VIRTUAL PART OF THE PROGRAMME

20/11/2026

PHYSICAL PART OF THE PROGRAMME

WHEN

7 - 11 DECEMBER 2026

WHERE

Osijek, EFOS

The Blended Intensive Programme (BIP) provides students with practical business learning through simulation-based activities that replicate real-world business decision-making. Working in international teams, participants establish and manage virtual companies, making strategic decisions in areas such as marketing, pricing, human resources, operations, and investments while competing in a shared market environment.

EFOS Faculty of Economics and Business in Osijek

The programme combines business simulation with structured instruction in business and financial planning, covering topics such as cost management, pricing strategies, budgeting, and performance evaluation.

Students develop comprehensive business plans that integrate strategic and financial perspectives, gaining insight into how financial decisions affect company performance.

Through interactive lectures, simulation exercises, mentoring sessions, and collaborative teamwork, participants continuously analyse market feedback and adjust their strategies.

Supported by academic staff and digital tools such as Excel and specialised business simulation software, students strengthen their analytical, strategic, and financial decision-making skills.

Implemented by the Faculty of Economics and Business in Osijek in cooperation with partner universities, the programme promotes interdisciplinary learning, international collaboration, and practical business competence development.

LEARNING OUTCOMES:

- Strengthening competencies in financial planning and analysis, including budgeting, cost management, and performance evaluation.
- Enhance understanding of the interdependence of key business functions (finance, marketing, HR, operations).
- Improve students' ability to make data-driven decisions under uncertainty and time constraints.
- Foster teamwork, communication, and problem-solving skills in an international and interdisciplinary setting.
- Provide hands-on experience through business simulation and Excel-based analysis.
- Support the development of analytical and critical thinking skills through guided mentoring and feedback.

EFOS Faculty of Economics and Business in Osijek

COURSE CONTENT - PHYSICAL COMPONENT
OSIJEK, EFOS, 07 – 11 DECEMBER 2026

DAY 1 **7/12/2026**	• Official opening of the programme at the Faculty of Economics and Business in Osijek; welcome session, introductions, and recap of the virtual component. • **Lecture 1**: Simulation Environment and Decision Logic. • Workshop: Simulation Sprint 1 – teams establish their virtual companies, define initial strategies (pricing, staffing, marketing, outsourcing services), and enter first decisions into the simulation under instructor guidance. The session culminates in a trial simulation round, allowing students to implement decisions and observe the outcomes. • Guided walking tour of Osijek (Tvrđa, Advent, Drava promenade).
DAY 2 **8/12/2026**	• **Lecture 2**: Cost Structures and Financial Planning – fixed and variable costs, budgeting, and profitability analysis. • Workshop: Simulation Sprint 2. • **Lecture 3**: Financial Statement Analysis.
DAY 3 **9/12/2026**	• Workshop: Simulation Sprint 3 – teams refine their strategies based on performance indicators, focusing on cost structures, budgeting, and improving profitability through data-driven decisions. • **Lecture 4**: Growth Strategies and Investment Decisions – expansion and resource allocation. • Visit to the Archaeological Museum. • Informal team-building and intercultural exchange activities.
DAY 4 **10/12/2026**	• **Mentoring session** – guided interpretation of KPIs. • Workshop: Simulation Sprint 4 – final rounds of the simulation including pricing, marketing, investments, and strategic adjustments. • Workshop: Preparation of final presentations – teams analyse results and prepare structured presentations (PowerPoint/Canva), including financial outcomes and strategy evaluation.
DAY 5 **11/12/2026**	• Team presentations – each team presents its strategy, decisions, and outcomes. • Closing ceremony. • Final simulation results and ranking of teams based on performance indicators. • Awarding certificates and official closing of the BIP programme. • Formal farewell to the participants.

PARTNER INSTITUTIONS

Економски факултет
Универзитет „Св. Кирил и Методиј"

CRACOW UNIVERSITY OF ECONOMICS

1925

FACULTATEA DE BUSINESS IN PARTNERSHIP

University of Maribor

Faculty of Economics and Business

J. J. Strossmayer University of Osijek

Faculty of Economics and Business in Osijek

Ljudevit Gaj Square 7 | 31000 Osijek

EFOS Faculty of Economics and Business in Osijek

2026-1-HR01-KA131-HED-000415038-5

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COORDINATOR FOR INTERNATIONAL STUDENTS:

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