

《企业经营决策沙盘模拟》课程中英文简介

The Simulated Business Decision Making

课程代码：040582B

Course Code: 040582B

课程名称：企业经营决策沙盘模拟 **Course Name: The Simulated Business Decision Making**

学时：32

Periods: 32

学分：2

Credits: 2

考核方式：报告

Assessment: Report

先修课程：成本管理会计、财务管理 **Preparatory Courses: Cost Management Accounting, Financial Management**

企业经营决策沙盘模拟课程借助虚拟模拟技术的天然优势,为学生提供逼真的模拟工作环境,丰富教学形式、充实教学内容,可以帮助教师在教学过程中更加有效地夯实学生的理论基础,提高学生的实际操作能力和理论运用能力。本课程为了给学生一个真正的管理企业的体验,把财务管理决策、计划、控制过程和商战模拟很好地结合在一起,让学生体会财务管理知识在实际中的应用,以及通过多个学生协作模拟企业的经营,培养学生的团队精神,全面提升管理能力。学生可以在每一回合制定决策的过程中,利用实验平台提供的各类分析工具,帮助本公司在市场竞争中调整战略,从而达到学习-实践-反思-再学习的良性循环,寓教于乐,有助于打破传统教育理论与实务的脱节。经营虚拟仿真沙盘实验教学项目的推广使用,能够加深学生对企业经营(包括销售、营运、投融资、分红等方面)、财务管理基础理论知识、企业组织架构、组织内部协调、市场环境动态变化的认知程度,提高学生专业兴趣和创新创业能力,从而可更好助力三全育人培养目标的实现。

With the help of the natural advantages of virtual simulation technology, sand play simulation course of enterprise management decision-making can provide students with realistic simulation working environment, enrich teaching forms and teaching contents, help teachers more effectively consolidate students' theoretical foundation in the teaching process, and improve students' practical operation ability and theoretical application ability. In order to give students a real experience of enterprise management, this course combines financial management decision-making, planning, control process and business war simulation, so that students can experience the application of financial management knowledge in practice, and simulate enterprise operation through multiple students' cooperation, so as to cultivate students' team spirit and comprehensively improve management ability. Students can make use of various analysis tools

provided by the experimental platform to help our company adjust its strategy in the market competition, so as to achieve a virtuous cycle of learning practice reflection re learning, and help to break the gap between traditional education theory and practice. The promotion and application of virtual simulation sand table experimental teaching project can deepen students' cognition of enterprise operation (including sales, operation, investment and financing, dividends, etc.), basic theoretical knowledge of financial management, enterprise organizational structure, internal coordination of organization, and dynamic changes of market environment, and improve students' professional interest and innovation and entrepreneurship ability, So as to better help the realization of the goal of "three complete education".