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For more information contact us at

<http://www.e-musicbusinessgame.eu>



ICHEC
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Educational Use and Licensing

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e-music business game



With the backing of the EU
Leonardo da Vinci programme



*Innovation and research
on electronic commerce*

Rationale

E-music business game will allow contributing a better formation of e-business students, schools of management, executives and leaders.



The Web server installed for the distribution on line of the play is likely to generate a broad diffusion of the product in the world of education and training.

Moreover, it will be accompanied by an instruction manual.

Description

The e-music business game is a web based learning tool that requires participants (organised in teams of 3-6 members) to implement a major change in a simulated organisation.

The e-music business game is based on a synthesis of re-



search in the field of organisational change, which in the simulation takes the form of:

The four change phases (awareness, interest, trial and adoption) that change recipients always go through.

The key organisational development tactics (such as face-to-face meeting, personal profile, management training, pilot test, that change agents actually use in the field.

Educational Use

The e-music business game has and is being used in a number of Universities/ Business Schools including:

- Columbia University, USA
- Harvard Business School, USA
- INSEAD, FRANCE
- London Business School, UK
- Monash/Mt Eliza Business School, AUSTRALIA

It is included in programmes focusing on change management, innovation, negotiation, strategic sales and marketing, learning organisations and organisational behaviour, strategic planning and the process of disciplined imagination and strategic information and communication systems.

