MAN 665
Sustainability Management Simulation: Net Zero

Course Description

Computer-based simulations are a valuable tool for learning and applying business concepts. For students, simulations offer the opportunity to make business decisions as realistically as possible in the classroom. They can sharpen their skills in strategy formulation or on the dynamics of the marketplace. In this course, students will apply their theoretical and conceptual knowledge of sustainability management and emission reduction in a practical application exercise. The course is based on the Sustainability Management Simulation Net Zero, a computer-based management simulation that focuses on the challenges and opportunities related to reducing corporate greenhouse gas emissions while at the same time managing overall business performance. The exercise is designed to help students experience the challenges of corporate emission reduction in an international environment by playing the role of a manager of a 4-star city center hotel that needs to reduce annual greenhouse emissions. Students will understand drivers of greenhouse gas emissions, actions to reduce emissions, and their impact on financial performance. Moreover, students will acquire knowledge of how cutting greenhouse gas emissions can help companies to reduce costs and increase revenues and are able to evaluate corporate emission reduction efforts.

This course is taught as **a 1-day seminar** on **September 25, 2025, from 12:30 pm to approx. 5 pm** in the 358 Pool-Raum. There will be a **kick-off session** held on **September 09, 2025,** from **10:15 am to 11:45 pm (B2)** in O142. **Attendance of the kick-off session and the simulation session is mandatory.** For the Sustainability Management Simulation, students will work in small groups.

Please note:

- This is a graduate level management course. Bachelor-level knowledge of management and strong interest in application of sustainability management is recommended.
- This course has a limited seat capacity. Therefore, it is **mandatory to apply for the course via Portal2**.

Course Registration & Organization

This course has a limited seat capacity. The application process is organized via Portal2. We will assign students to a specific simulation team and communicate the team allocation after the kick-off session. For organizational reasons, switching teams is not possible.
If you are assigned a place but are unable to attend the course, please withdraw as soon as possible!

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Important Dates

Date	Topic	Assignment
29.08.25	Application Deadline	Apply via Portal2.
29.08.25	Course Admittance	You will see in Portal2 whether you were admitted to the course.
07.07.25	End of de-registration period	Please de-register by now if you don't want to take your spot.
09.09.25 10:15 am – 11:45 am	Kick-Off Session	Mandatory attendance if admitted to the course.
Until 12.09.25	Group Allocation	Receive group allocation and start working on the strategy outline.
24.09.25 Until 4 pm	Strategy Outline	Submit strategy outline on ILIAS.
25.09.25 12:30 pm – approx. 5 pm	Simulation Day	Mandatory attendance.
10.10.25 Until 4 pm	Final reports	Submit final report and peer evaluations on ILIAS.

Course Material
You will receive all required material via the ILIAS group or in the sessions of the course.

Grading
The course has the following grading components:
1) Simulation Performance (50%*)
2) Strategy Outline (25%*)
3) Final Report (25%*)

*We will conduct a peer rating, for which each team member will evaluate the performance of all other team members.

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1) Simulation Performance

Teams will be graded on their performance in the simulation. Overall reduction of corporate greenhouse gas emissions and financial performance measures will be considered when evaluating simulation performance. We will also look at the overall situation and competitiveness of the company at the end of the simulation and assess its future prosperity (e.g., ignoring financial performance for the benefit of reduced emissions in the last year will hurt your grade).

2) Written Assignment: Strategy Outline

Each group must write a strategy outline representing the road map for the first round of the simulation. Even though we only ask you to submit your strategy report for Year 1, we recommend that you make decisions about your overall emission reduction strategy for the Hotel. The goal is to determine which strategy you want to set and how to implement it (i.e., what initiatives you will need to take) to successfully meet emission targets. You may also mention which initiatives you plan to implement first and which challenges they can address. It is recommended that you justify your strategy. This outline **must not exceed 2 pages** of text and should be **12pt Times New Roman with 1.5 linespacing.** You may add as many exhibits as you like. All exhibits, however, must be referred to in your text. Do not forget to include the names of all members of your group.

3) Written Assignment: Final Report

Each team must submit a final report that describes the team's key learnings from this simulation experience. Distinguish learnings of hard skills (i.e., sustainability management knowledge) and soft skills (e.g., team organization, time management, team decision making, etc.) that you were able to sharpen during the simulation. Also, reflect on your strategy outline and the way you were able to implement this initial strategy or where and why you had to deviate from it. This final report **must not exceed 3 pages** of text and should be **12pt Times New Roman with 1.5 linespacing**. You may add as many figures as you like. Your appendix should include the following company performance information (last period only): Electricity consumption, CO2e emissions and operating profit. Ensure that you refer to these data in your report. Do not forget to include the names of all members of your group.

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