



The Business Odyssey

Business Odyssey is a competitive business simulation in which participants lead the production and commercialization of a vehicle range in a demanding market environment.

The simulation exists in **two distinct versions**, each built around a different customer profile and strategic logic:

- Low-Cost Version: focused on cost leadership and efficiency.
- Image Version: focused on differentiation and premium value creation.

In both cases, participants must design and execute a coherent business and marketing strategy while balancing profitability, operational performance, employee morale, and carbon emissions. The simulation highlights how strategic choices translate into market results—and how misalignment quickly erodes performance.

What do participants do?

Participants work in teams to manage a business line producing and selling vehicles. Each team competes against others to become the market leader over several decision rounds.

Across both versions, participants:

- Define a clear value proposition based on their target customer segment.
- Make decisions on product features, pricing, brand positioning, and sales network efficiency.
- Design and execute a data-driven marketing strategy to generate demand.
- Forecast sales and align production with expected demand.
- Manage revenues, costs, investments, and profitability.
- Monitor employee morale and carbon emissions alongside financial performance.

The strategic focus differs by version:

- In the Low-Cost version, teams prioritize cost reduction, operational efficiency, and affordability
- In the Image version, teams focus on brand power, perceived value, and customers' willingness to pay a premium

Onboarding materials are provided for both educators and participants to ensure a smooth and meaningful learning experience.

What are the learning objectives?

By the end of the simulation, participants will be able to:

- Master marketing mix management: pricing, product development, brand power, and distribution
- Build a value proposition aligned with a specific customer segment
- Differentiate effectively from competitors through strategic choices
- Measure the impact of the value proposition across the value chain
- Perform sales forecasting and gap analysis
- Manage sales revenue, costs, and profitability
- Make informed investment decisions based on strategy and competitive intelligence

Duration, logistics, and target group

Target group – Undergraduate and graduate students in business; professionals in corporate training programs focusing on marketing, cost management, or strategic decision-making

Duration – Approximately 3-6 hours

Logistics – Available online or in-class; can be done solo or in teams. Includes onboarding material for both educators and participants.

Example of training agenda

9:00	10:15	11:30	12:00	13:00
	15' break		15' break	
30'	45'	30'	30'	15'
Introduction to the game	Decision #1 in teams	Results Presentation	Decision #2 in teams	Results Presentation
		Content: Value Proposition, Value Chain, Profit Equation		Decision #3 in teams
		Content: Top Performance		45'
			Final Results	
			Content: Key Learning Points, Announcement of the winners	