

# The Coffee Shop Challenge: Brewing Employability Skills through Business Simulation in the First Year BSc Business Management

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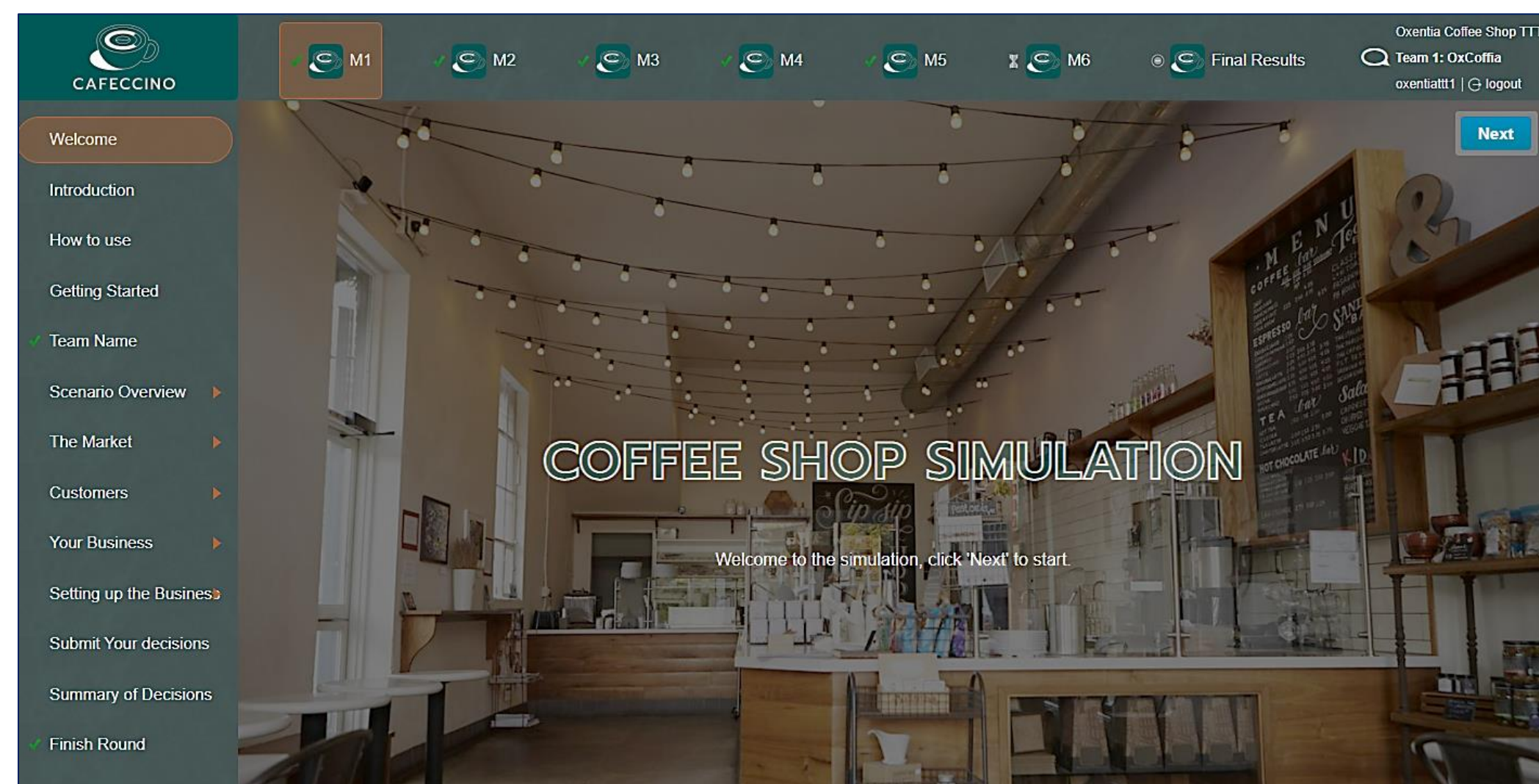
## Key features

- Computer-based simulation embedded in *Current Challenges in Business and Management* - 2 module (c.300 students), lasting 5 weeks.
- Designed to foster employability skills, with a focus on supporting widening participation students.
- Teams of students manage a virtual coffee shop in a competitive environment.
- Strategic decisions across Marketing, Finance, Sales, Operations, and Human Resources.



## Employability skills developed

- Teamwork.
- Problem-solving.
- Decision-making.
- Communication.
- Application of academic knowledge to practical challenges.



## Learning outcomes

- Balancing profitability, customer needs, and employee satisfaction while managing a successful, ethical and sustainable business.
- Real-time strategy adjustments based on market data.
- Team collaboration in diverse, pre-assigned groups.
- Application of knowledge from all first-year modules to make informed decisions.
- Final group reflection on strategy, outcomes, and learning.



## Impact and student feedback

- Inclusive, in-curriculum opportunity for skill development.
- Students report:
  - Increased confidence.
  - Improved collaboration and teamworking skills.
  - Better understanding of business decision-making.
- Early employability skill development supporting student engagement and progression.

*'Business simulation was an incredible opportunity to see how business operates in practice. It allowed me to look at myself as an entrepreneur and manager.'*