The Wharton Teamwork and Leadership Simulation

SENIOR MANAGEMENT NEEDED!

As part of your upcoming Management 6100 course, Foundations of Teamwork and Leadership, your learning team will take on the role of a senior management team and, in doing so, learn how to work with and influence other team members, make team-based decisions, and deal with group dynamics and organizational culture — all as part of running your organization.

MGMT 6100 will cover both theoretical and practical aspects of leadership and teamwork, through a business simulation written by Wharton Faculty and designed especially for Wharton students.

Your job as a member of a senior management team begins on August 13th, 2026. *Looking forward to seeing you there.*

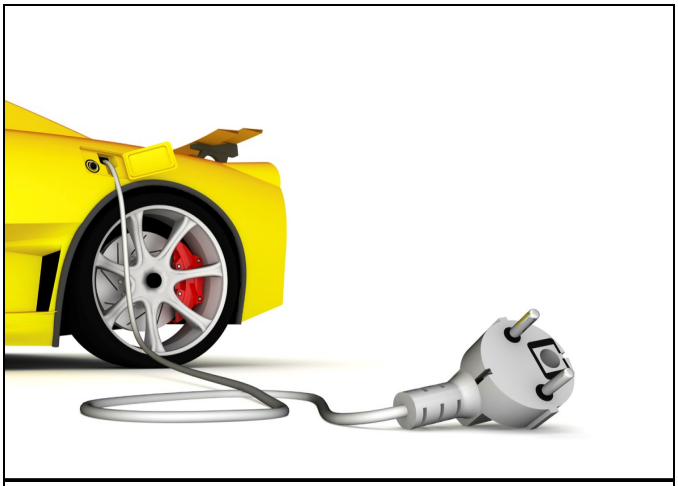
Your MGMT 6100 Faculty

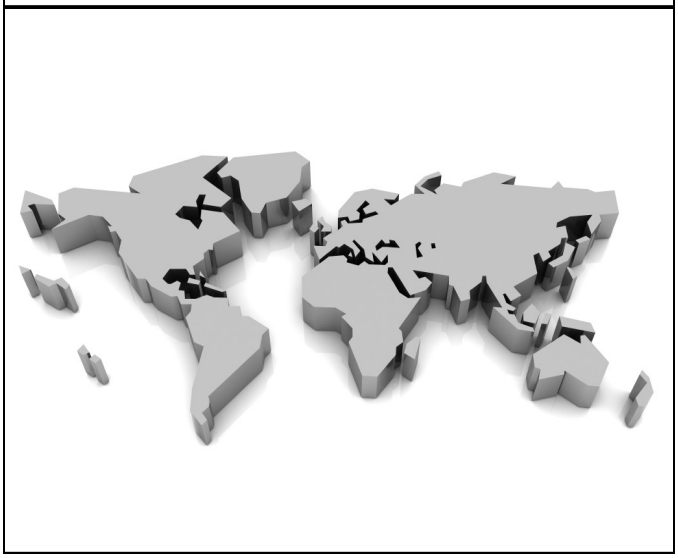
Wharton
University of Pennsylvania

The Wharton Teamwork and Leadership Simulation

You and your teammates are the senior management team for your company, responsible for maximizing profitability through a series of strategic and operational decisions you will face over your nine years of tenure. You begin in 2034. Your company makes two models of electric passenger vehicles—the Watt and the E-500.

The Watt is a four door sedan that can travel 400 miles before needing a recharge and reaches a top speed of 105 miles per hour. Customers who buy the Watt value its safety and reliability. The E-500 is a two door coupe sports car that can reach a top speed of 150 miles per hour and travels up to 350 miles before needing a recharge. Customers who buy the E-500 value its speed and performance.
By 2034 car manufacturing has changed. In addition to electric and other alternative energy vehicles dominating the market, smaller car companies have grabbed significant market share in an industry that was once dominated by a handful of giant companies. The variety of vehicles available to consumers is enormous.





Consumer purchasing behavior has also changed. While historically vehicles were once almost exclusively sold through dealerships, your company sells directly to the consumer. Vehicle configurations are chosen by your customers on your website and it is only then that the vehicle is manufactured. Thus a "pull" instead of "push" manufacturing process is used, similar to the one Dell Computer used earlier in the twenty-first century. As a consequence of the pull manufacturing process, your company maintains no vehicle inventory.

When you first take over the company you only sell your cars in North America but you may have the opportunity to expand into new markets as the simulation progresses.

You'll run the company for up to nine years. Each year you and your colleagues will make operational decisions that will affect the future performance of your organization. And you could be faced with opportunities and challenges that arise from year to year as the simulation progresses.

You'll make decisions on a yearly basis. At the beginning of the next year, you'll see the results from previous years. Some decisions you make will have an immediate impact on next year's results while others could take many years to be visible. Some decisions you make will be made on your own while others will require coordination with your fellow senior managers. Your CEO believes that you and your colleagues will led your organization for long-term profitability and growth.
Your first task will be to determine what role you will assume on the management team. As with any company, each of these roles requires different skills and you will make different decisions based on which role you assume.

Below is a short description of each of the possible roles you could play:

VP Finance is responsible for raising cash for investments for increased capacity or other capital investments. Cash can be raised either by issuing debt or raising venture capital. The VP of Finance can also reduce debt by making debt payments.

VP Marketing is responsible for setting the marketing budget for the Watt and the E-500 and determining the list price of both vehicles.

VP Operations is responsible for determining the production capacity (measured by the number of vehicles it is possible to produce each year) for both the Watt and the E-500. The VP of Operations can also invest in process improvement which will reduce manufacturing costs.

VP Talent & Culture is responsible for the hiring and firing for all departments, training, and for setting the available incentives for each department in the company.

VP Research and Development is responsible for R&D investments and self driving technology that will ultimately lead to performance improvements on the Watt and the E-500.

VP Sales and Support is responsible for customer sales through the web site, the customer service call center, and all software and hardware investments that maintain the website. Also responsible for customer experience and NPS.