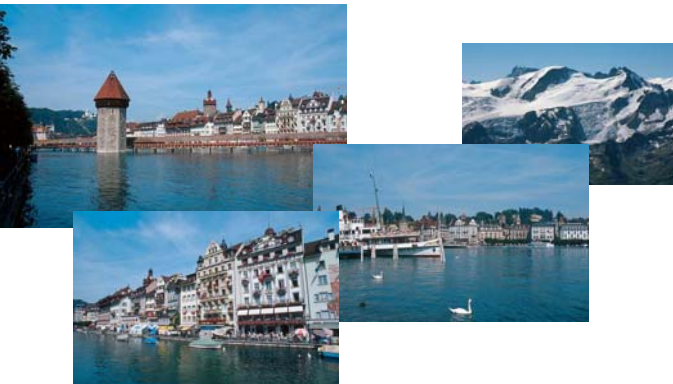


Your Benefits

- The opportunity to expand your personal network over your country's frontiers!
- The chance to match your management qualities with students and young professionals from all over Europe!



How to Apply

Please go to our website
www.imc.eurel.org

Schedule

| | |
|---|-----------------------|
| Application deadline | May 30 2010 |
| Preliminary round (5 weeks) | June 6 - July 17 2010 |
| Finals in Lucerne, Switzerland (3 days) | September 1 - 3 2010 |

Fotos: VDE, www.bigfoto.com

Contact

Registration

- Attendance only for teams
- Maximum number of participants per team: 4
- If you are not a member of a team, please try to arrange a team
- Please send your **letter of motivation** together with the **contact details of all team members** and your **team's name** to applications@imc.eurel.org

Contact

VDE YoungNet

VDE YoungNet Geschäftsstelle
Stresemannallee 15
D-60596 Frankfurt am Main

Team

André Hillers, Kristoffer Nordström (all ETH Zürich)

Mail

applications@imc.eurel.org

Web

www.imc.eurel.org

EUREL
Confederation of National Societies of Mechanical Engineers of Europe



International Management Cup 2010

Internet-Based Management
Competition for Young Engineers
across Europe

VDE

International Management Cup EUREL

The Idea of the Event

As engineers, you are inventors by definition. But have you thought about how your ideas make it to the market? Do you have a good feeling for how dynamic the business system is that you form part of?

We would like to help you experience and manage these dynamics - in an international management competition. Acquiring some know-how about management qualifications is very important for Young Engineers.

You will compete with smart people like yourself, people from other European countries. Working in international teams may be one great challenge which will help after completion of your studies. So please use the opportunity to experience this now!



Organised by EUREL

EUREL is the Convention of National Societies of Electrical Engineers of Europe. EUREL represents 15 Member Societies in 15 countries across greater Europe.

The Game

The International Management Cup is a strategic management simulation game.

It covers all the areas of a corporation like procurement, production, HR, R&D, marketing and sales. Step by step, you will learn to make decision on aspects like product life cycles, personnel competence, productivity, reengineering, corporate identity, share price, rating, as well as shareholder value-oriented management.

The game will start with an internet-based five-week preliminary round followed by a three-day final in Lucerne, Switzerland.

Your Coach

Mr. Heinz-Joachim Fischer is a business coach at Siemens. As your trainer, he will guide you through the simulation. He will be available for consultation during the game via hotline or email.

Your Job

We encourage you to form a team of two to four students (if you don't have a team yet, please try to arrange a team). Your team will be the management board of a virtual shareholder company - and you will compete with up to ten competitors on the same market.



The Mission

Choose a strategy to run your company - every week your management board will take decisions on investments in production, on your research and product strategy, your financial management - and even on the dividends you pay your shareholders.



Internet-Based Preliminary Round

The first round will be played for five weeks over the internet. At the end of each week you will have to hand in your decisions for the next period. Your goal should be to have the best-performing shareholder company in the market you are competing on. There will be five markets with up to ten teams. The winners of each market will be invited to a three-day final round.

The Final

As the winning teams, you will be invited to take part in a three-day final in Lucerne, Switzerland, which will take place in the framework of the convention of the EUREL General Assembly on September 1st - 3th 2010. Get the chance of having a free trip to Lucerne!

For the winning team in the final round there will be a valuable prize on top!