

Bachelor in Business Administration (BBA) – ESSEC Business School

SEMESTERS 5, 9	SimTrade: empower yourself!		
Course coordinator	Prof. Longin	Language	English
Lecturer(s)		Nature	Elective
Contact hours	25 H	Prerequisite(s)	None
ECTS Number	4	Equivalent	

SimTrade: Empower yourself!

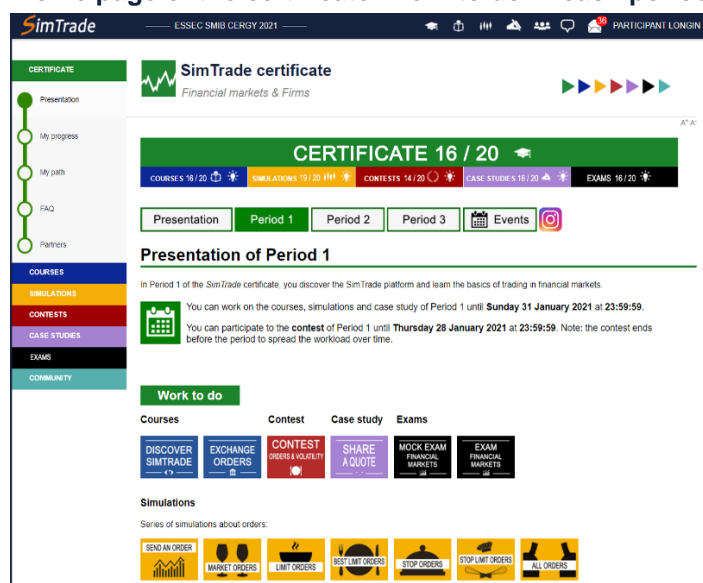
**SimTrade mission is to train individuals
to act *freely* in financial markets.**

SimTrade certificate

The SimTrade certificate is a unique pedagogical experience based on the **learning by doing** approach.

The SimTrade certificate is organized over three periods (3 months) with increasing complexity and is structured with courses, simulations, contests, case studies and exams in each period.

- Home page of the certificate: work to do in each period -



The screenshot shows the SimTrade certificate home page. At the top, it displays 'SimTrade' and 'ESSEC SMB CERDY 2021'. The main header reads 'SimTrade certificate' with the subtitle 'Financial markets & Firms'. A progress bar indicates 'CERTIFICATE 16 / 20' with sub-progress for 'COURSES 16 / 20', 'SIMULATIONS 19 / 20', 'CONTESTS 14 / 20', 'CASE STUDIES 11 / 20', and 'EXAMS 16 / 20'. Below this, there are tabs for 'Presentation', 'Period 1', 'Period 2', 'Period 3', and 'Events'. The 'Presentation of Period 1' section is active, stating: 'In Period 1 of the SimTrade certificate, you discover the SimTrade platform and learn the basics of trading in financial markets. You can work on the courses, simulations and case study of Period 1 until **Sunday 31 January 2021 at 23:59:59**. You can participate to the **contest of Period 1** until **Thursday 28 January 2021 at 23:59:59**. Note: the contest ends before the period to spread the workload over time.' A 'Work to do' section lists 'Courses', 'Contest', 'Case study', and 'Exams'. Under 'Courses', there are buttons for 'DISCOVER SIMTRADE', 'EXCHANGE ORDERS', 'CONTEST ORDERS & VOLATILITY', 'SHARE A QUOTE', 'MOCK EXAM FINANCIAL MARKETS', and 'EXAM FINANCIAL MARKETS'. Under 'Simulations', there is a note 'Series of simulations about orders:' followed by buttons for 'SEND AN ORDER', 'MARKET ORDERS', 'LIMIT ORDERS', 'SELL LIMIT ORDERS', 'STOP ORDERS', 'STOP LIMIT ORDERS', and 'ALL ORDERS'.

Market simulations: added value of SimTrade

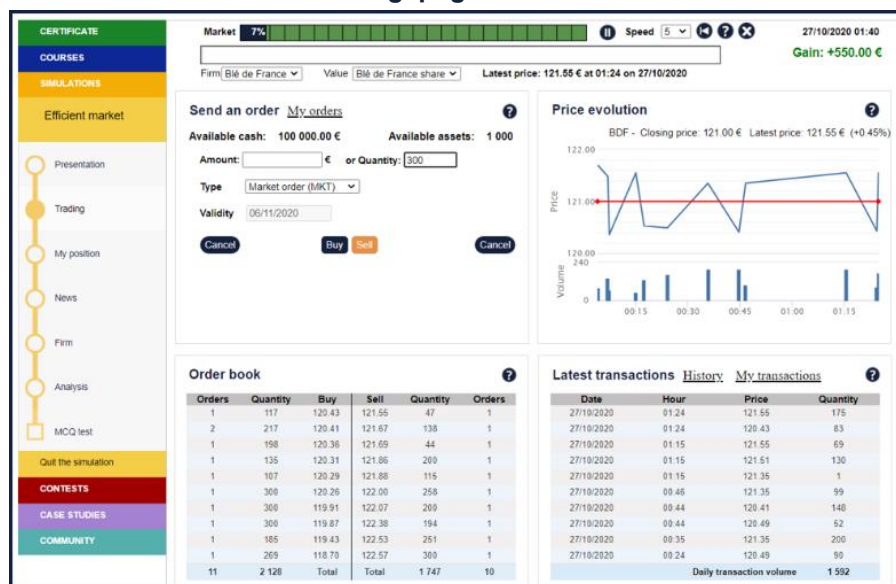
SimTrade offers a trading platform to learn how to act in financial markets. In a fictitious but realistic way, you can send orders to the market to buy or sell shares of a company under predefined and reproducible scenarios. You engage in a professional, realistic and dynamic market environment, experiencing the impact of your decisions in real time.

SimTrade also simulates traders with whom you can buy and sell shares. Underlying each simulation, there is a simulation model that reproduces the realistic behavior of simulated traders with different trading strategies.

SimTrade finally simulates the company that issued the shares. In each simulation, a company appears with its history, sector, products, etc. During the simulation, a series of events will happen about the company and its environment.

The originality of SimTrade is to simulate not only orders sent by SimTraders but also the realistic behavior of other traders, the events about firms and the evolution of financial asset prices. In such a complete simulated world, SimTraders have a **direct impact on the market**.

- The 'Trading' page in a simulation -



In each simulation, the SimTrader has a **learning objective**: evaluate your impact on the market, analyze the news flow of financial markets, assess the level of market efficiency, capture the order flow, make profits in the business of market making, etc.

Pedagogical innovation: feed-back and feed-forward

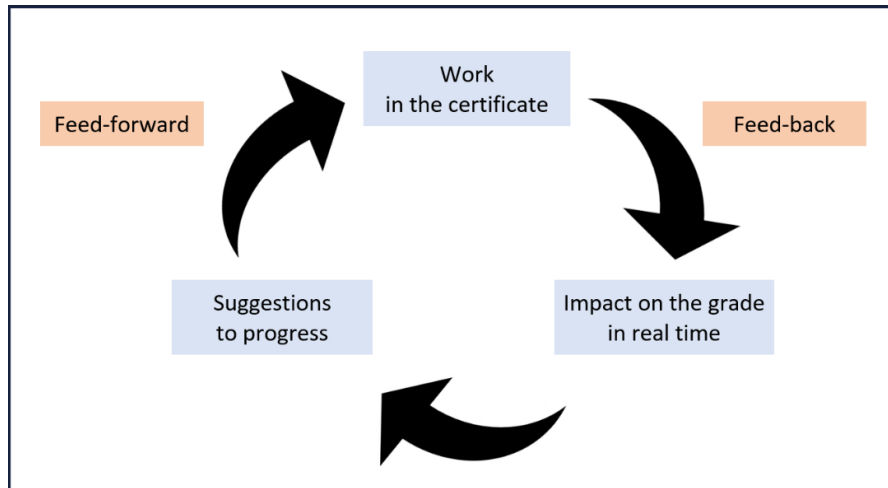
A lot of efforts have been put in the SimTrade project to provide a successful learning experience for the participants. SimTrade proposes a **virtuous circle** to motivate participants to progress in their learning path. This virtuous circle relies on two pillars: feed-back and feed-forward.

Feed-back: once the participant has worked on a given element (a course, a simulation, a contest or a case study), he or she can see *in real time* the impact of its

work and effort on its certificate grade and Bloom profile (taxonomy of learning objectives).

Feed-forward: the SimTrade application proposes to the participant *in a personalized way* what to do next in the certificate. The suggestions of further work are based on the data analysis of the experience of past participants (use of AI tools such as the association model).

- The virtuous circle in learning with feed-back and feed-forward effects -



As the SimTrade experience takes place online, such a virtuous circle in learning is crucially needed to sustain participants' motivation and engagement, and finally reach the highest completion rate.

Testimonials

Read or watch [testimonials](#) from former SimTrade participants.



SimTrade blog



The [SimTrade blog](#) is a complement to the application. The articles which were primarily written by former participants cover a variety of financial topics:

- ▶ [Professional experience](#)
- ▶ [Jobs in the financial sector](#)
- ▶ [Movies and documentaries](#)
- ▶ [Financial techniques](#)

SimTrade on social networks



Summary & Objectives

In a pedagogical and fun manner, this certificate proposes an original approach to both financial markets and corporate finance. It uses the SimTrade simulation platform to discover financial markets and their interactions with the real world.

SimTrade proposes a **learning experience** based on online **simulations** in which you can act as a trader in financial markets. Simulations place participants right in the mix of realistic market scenarios where you can practice applying concepts, theories, and frameworks to accomplish successful market outcomes.

From a pedagogical point of view, this learning experience is designed to help you:

- Become more engaged and motivated to learn
- Deepen your understanding of learning objectives
- Develop confidence in your decision making by building critical thinking and problem-solving skills and gaining first-hand experience.

The objectives of this certificate are to present some basic parts of finance: financial markets and corporate finance. How do financial markets work? How can you intervene in financial markets? How are firms valued by financial markets? What are the activities and added value of financial markets?

The SimTrade certificate provides students with both relevant knowledge and hands-on skills highly valued by firms and financial institutions to tackle the real complexity of financial markets.

Beyond the online courses, market simulations, trading contests, case studies and experiments in behavioral finance, the SimTrade certificate has nothing to offer but **hard work**. The return that you will get on this certificate depends on **your personal investment** only.

Certificate outline

The SimTrade certificate is structured in three periods with increasing complexity. Each period is composed of different pedagogical elements: courses, simulations, contests, case studies and exams.

There is a theme for each period:

- Period 1: introduction to financial markets and to the simulation platform (trading)
- Period 2: information in financial markets and firm valuation (financial analysis)
- Period 3: activities of financial markets (market making).

Teaching methods

The certificate is online using the SimTrade application. It proposes **different ways of learning**: theoretical concepts through courses, practical applications through simulations (learning by doing), gaming through trading contests and link with reality through case studies.

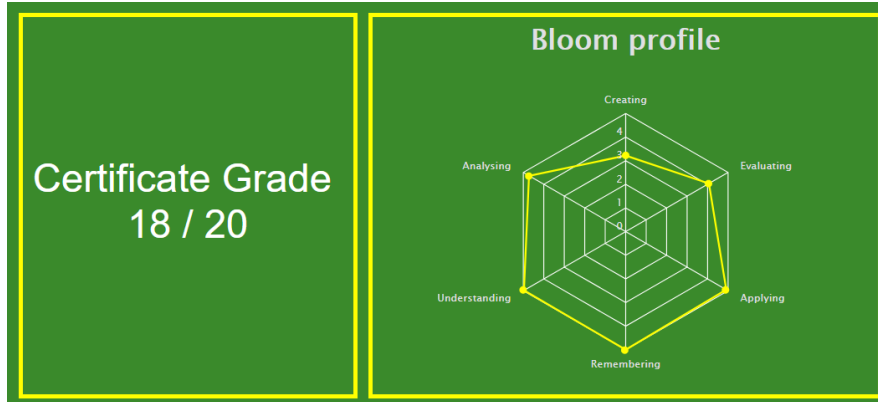
In order to sustain attention and to boost confidence, **a series of webinars** will be organized through the certificate.

Beyond theory and practice in finance, you will improve the following **soft skills**: to make decisions under risky and uncertain conditions and under stress, to deal with the complexity of information about firms and markets, and to develop autonomy and to reinforce self-confidence. This certificate is also an excellent opportunity to invest in your own mental software to optimize your learning process.

Evaluation & Grading

During the certificate, you can track your progression online through the “My progress” page on the SimTrade application. This page gives you *in real time* your grade with all the details by course, simulation, contest, case study and exam.

- Certificate grade and Bloom profile given in real time to participants -



For courses, you are classically evaluated through multiple choice questions (MCQ tests). For simulations, you are evaluated by the market based on your trading performance. For trading contests, you are evaluated according to your rank. For case studies, you are evaluated by your peers.

The “My progress” page also gives your evolution with the **Bloom profile** (taxonomy of educational objectives): knowledge, understanding, application, analysis, evaluation and creation. Finally, this page suggests you a personalized path to progress through the SimTrade certificate.

You need to get a grade higher than **10/20** to get credit for your curriculum for the Global BBA program at ESSEC Business School, and a grade higher than **15/20** to obtain your **SimTrade Certificate**. You can value your certificate by mentioning it on your CV and your account on professional networks like LinkedIn to improve your value on the job market.

- Certificate delivered in case of success -



About the SimTrade coordinator



François Longin is professor of finance at ESSEC Business School and consultant for financial institutions and firms. He graduated from the French engineering school Ecole Nationale des Ponts et Chaussées in 1990 and got a PhD in finance at HEC Paris in 1993 with his thesis "Volatility and extreme price movements in equity markets". He then conducted research on financial markets at New York University and London Business School. His research works deal mainly with extreme events in finance and financial applications of extreme value theory in risk management and portfolio management. His works have been published in international scientific journals such as *Journal of Finance*, *Journal of Business*, *Review of Financial Studies*, *Journal of Banking and Finance*, *Journal of Derivatives* and *Journal of Futures Markets*. His article on extreme correlation of financial markets is currently ranked in the TOP 50 of *Journal of Finance*.

The domain of expertise of Prof. Longin covers risk management for banks, portfolio management for fund management firms, financial management for firms and wealth management for individuals. He is a consultant for international institutions in these areas. More on www.longin.fr.

Prof. Longin currently contributes to the SimTrade project, which is a pedagogical tool to understand how financial markets work and to learn to act in financial markets, and a research program to better understand the behavior of individuals and the statistical characteristics of financial markets. More on www.simtrade.com.