



**TOPSIM®**  
LEARNING BUSINESS BY DOING BUSINESS



## Online TOPSIM

Overview



## Highlights of a TOPSIM



Participants manage a virtual company.



They make decisions encountered in a realistic business environment.



This enables them to learn the principles of using information in decision-making and handling risk and uncertainty.

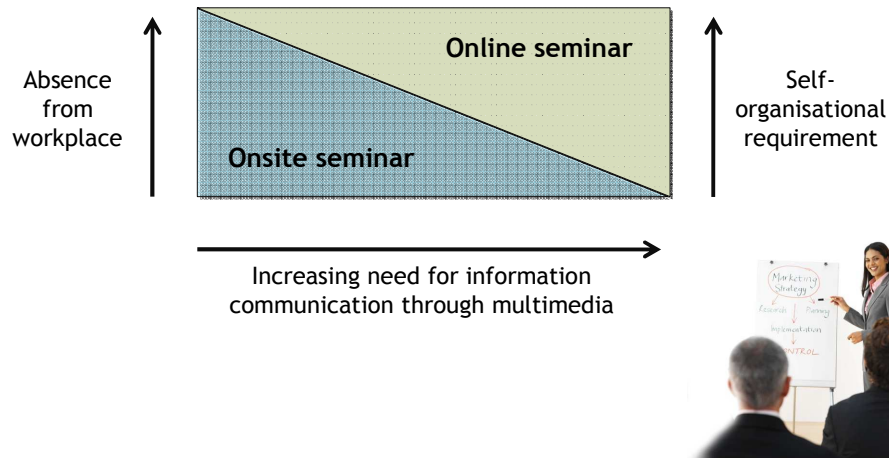


Experience decision-making processes within a team while managing time constraints.



Experience a high degree of transferable knowledge and skills which participants can utilize in their daily work.



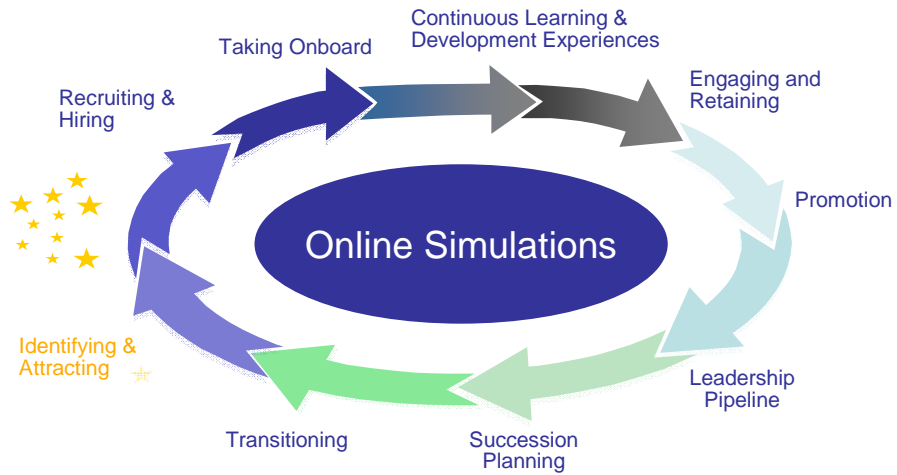


- **For users**
  - No installation of software (internet access)
  - Independent of company / user
  - Global participation (out of classroom)
  - Always accessible from anywhere
  - Flexible asynchronous usage
- **For customers**
  - Customisable (colours, logos, pictures etc.)
  - Constant updates from TIS
  - High availability
  - Open to large audience (adaptable system)
  - No travel and event costs





## Uses and Context

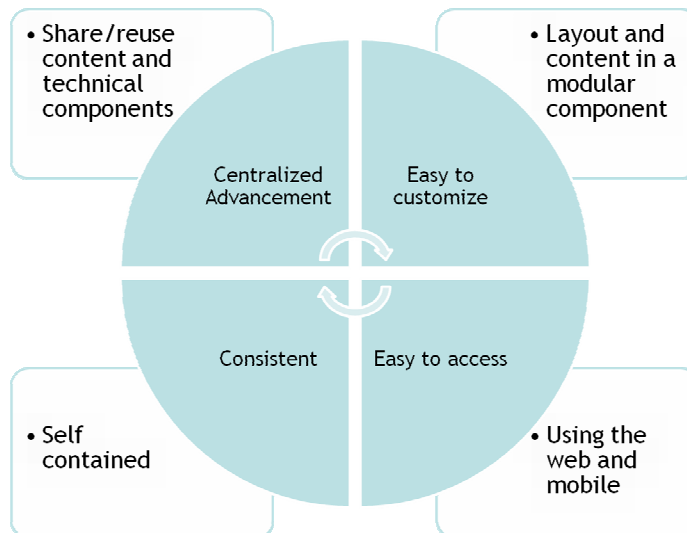


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Online TOPSIM - Overview



## Attributes of an Online TOPSIM

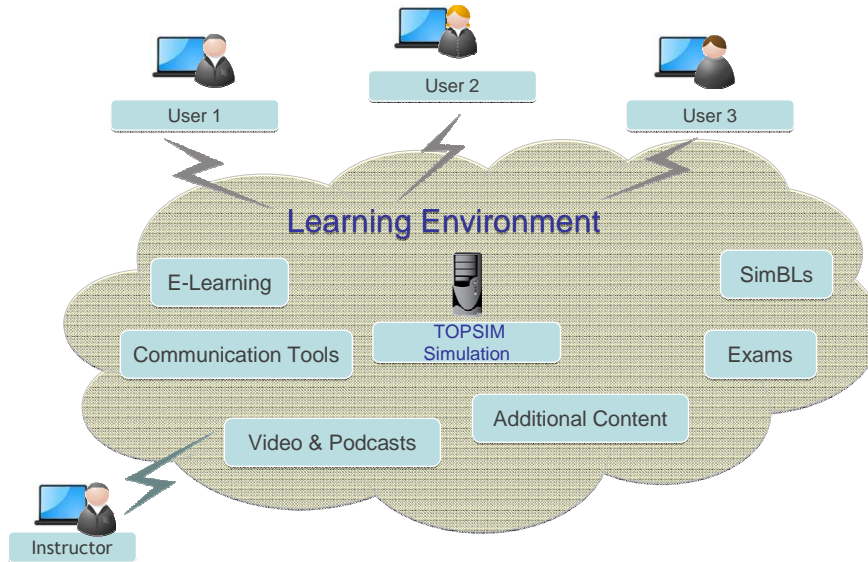


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Online TOPSIM - Overview



## Potential System Diagram



## Features of a TOPSIM Engine

### Competitive

- In a competitive environment, participants are involved and motivated to achieve the best possible result.

### Specific time frame

- A simulated environment within a defined time span creates a challenge and enables participants to compete with one another.

### Self driven

- Increasing complexity with a focus on different topics enables participants to be 'self motivated', learn more and achieve better results.

### Learn more

- Participants will be able to access the information (knowledge) through offered modules (e.g. SimBLs).



## Additional Concepts

### Incorporation of theory

- Teaching models

### Company-specific teaching

- Include company's financial reports, speakers, case studies

### Participant presentations

- Presentation of strategy / results

### Jury involvement

- Attendance of senior executives to meet or judge participants

### Networking

- Team work, group exercises, and expert groups



## What are the learning objectives?

### • General Objectives

- Use financial data to help make business decisions
  - Understand the impact of financial decisions
- Ensure competent decision making
  - Within a team, under pressure, when unsure
- Promote strategic and holistic thinking
  - Consider long-term effects, recognising patterns
- Competitive analysis
  - Ensuring that the strengths and weaknesses of the competition are understood

### • Specific Objectives

- Possibility to give simulation a special focus
  - Varying from marketing, sales planning, cost accounting to financial accounting
- Through the strategic decision mentioned below simulations can be tailor made





## How are the objectives addressed?

### TOPSIM – Online Simulations consist of:

#### 1. Operational, recurring decisions

They are numerical and tell the basic story (and drive the reporting).

*and*

#### 2. Customisable Strategic Decisions / Challenges

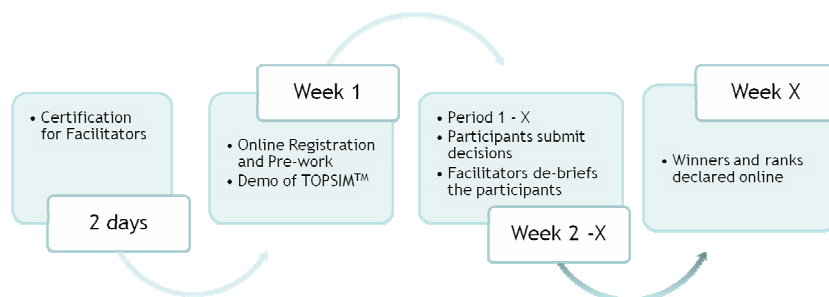
Options to choose for a strategy with long term effects.

Example areas:

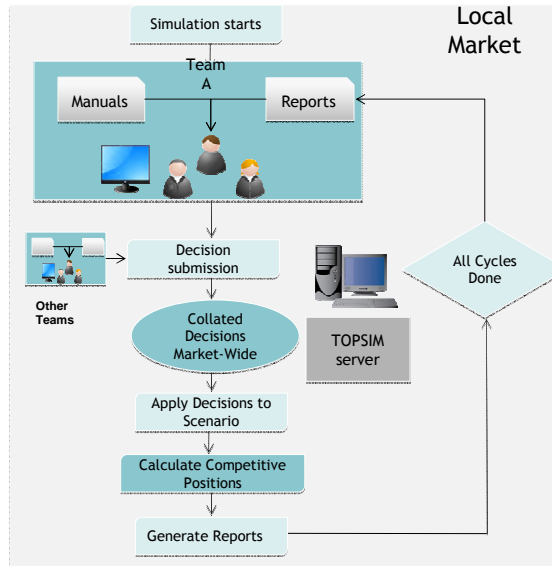
- ◆ Human Resources
- ◆ Sales
- ◆ ...
- ◆ Related to the specific objectives mentioned previously



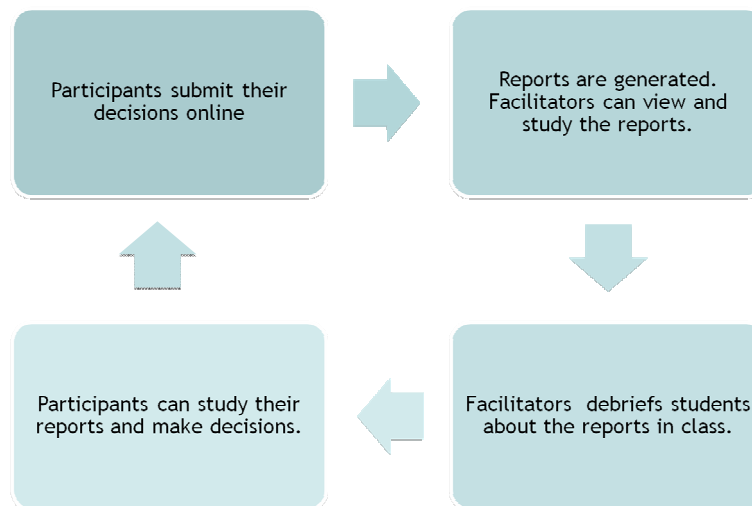
## Online TOPSIM Flow



## Flow during the period



## Flow during the period





## Contact

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