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COMPLEXITY



## TOPSIM® – LOGISTICS

Logistics are an increasingly important part of the value chain for business facing the growing competition on the market. An efficient flow of goods is a key factor in achieving a sustainable competitive edge. Furthermore, interdepartmental coordination of business activities and effective cooperation with suppliers and distribution partners play a major role in achieving successful business management. TOPSIM – Logistics gives players the chance to take supply chain management decisions and see how those decisions affect the value chain and overall business success.

## ABOUT TOPSIM – LOGISTICS

- ▶ This advanced, competitive logistics game simulates a manufacturing company in the printing industry. Players act as members of the executive board, taking all operational and strategic decisions for the production of laser printers. They must focus in particular on supply chain management to manage the company successfully. With special optimisation projects, players can achieve improvements in inbound, outbound and in-house logistics and learn about the role these areas play in the supply chain as a whole.

*Example: decisions in the goods transport business*

Company:		1		Period:		5	
Sales	Production/Merchandise	Suppliers	Storage Strategy				
Transports I	Transports II	Transports III	Transports IV	Finances / Other			
Transports II (Products to Customers)		Main Plant (Central store) to Markets:					
		Market 1	Market 2	Market 3	Market 4	Market 5	
Condition:		3	3	1	1	1	
Allesovic D		-	-				
Dancos-Services D		-	X				
Eurotours A		X	-				
TRI World D		-	-	X	X	X	
Worldcarriers POL							
Speed Transport USA							
Transamerican USA							
Shikoku JPN							
Kinki JPN							
Moscow Freight RUS							
Gasoil RUS							

## TOPICS COVERED

Fields: Logistics / Supply Chain Management

- ▶ Marketing mix
- ▶ Human resource planning
- ▶ Logistics indicators (e.g. reach and delivery reliability)
- ▶ Procurement management (make-or-buy decisions, order quantities, delivery cycle and terms of delivery)
- ▶ Warehouse management (inspection of incoming goods, capacity and warehousing vs. just-in-time)
- ▶ Capacity planning
- ▶ Transport (forwarding agents vs. haulage companies; delivery priorities)
- ▶ Finance and accounting: cost unit accounting, profit contribution margin analysis and financial planning
- ▶ Hedging instruments to protect against default and currency fluctuations
- ▶ Balance sheets, profit and loss statement and cash flow statement

## GENERAL LEARNING OBJECTIVES OF TOPSIM SIMULATION GAMES

- ▶ Recognize and consider internal and external conditions for business success in a dynamic competitive environment
- ▶ Select and implement strategies to achieve targets
- ▶ Evaluate business data
- ▶ Effective decision-making in a team
- ▶ Assess the implications of decisions

## LEARNING OBJECTIVES OF TOPSIM – LOGISTICS

- ▶ Take and assess strategic and operational logistics decisions
- ▶ Evaluate and select distribution logistics
- ▶ Assess the relevance of inbound, outbound and in-house logistics for the supply chain as a whole
- ▶ Human resource capacity planning
- ▶ Interpret results using managerial accounting tools and logistics indicators
- ▶ Compare and select financing options

COMPLEXITY

3

EVALUATION

SYNTHESIS

2

ANALYSIS

APPLICATION

1

UNDERSTANDING

KNOWLEDGE

## TARGET GROUPS

- ▶ Bachelor and Masters students studying Economics, specialising in Logistics / Supply Chain Management
- ▶ Managers / trainee managers
- ▶ Employees from all divisions of a company

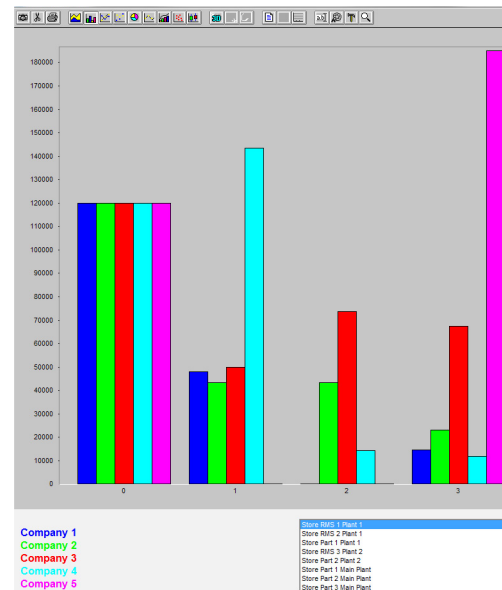
## SIMULATION DETAILS

- ▶ Length: 3 - 5 days
- ▶ Max. of 6 periods with up to 130 decisions
- ▶ Number of players: 12 – 25  
(4 – 5 groups of 3 – 5 people)
- ▶ Languages: German and English
- ▶ Blended learning – available in the TOPSIM – Cloud: upon request

## HARDWARE/SOFTWARE

- ▶ Standard PC or notebook
- ▶ Operating system: Windows XP/Vista/7/8

Example: evaluation on the basis of inventory



## WHY CHOOSE TOPSIM

- ▶ Market leader for computer-based business simulation
- ▶ More than 300 universities and 150 companies use our simulations
- ▶ More than 1800 certified TOPSIM games coordinators
- ▶ Regular training courses for seminar facilitators
- ▶ Annual user convention for training, development and exchange



## CONTACT

Are you interested in our simulation?  
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