

1

2

3

COMPLEXITY



## TOPSIM® – MANUFACTURING MANAGEMENT

SMEs are the backbone of the European economy. Rising commodity prices and labour costs and growing competition from low-wage economies are increasing cost pressures. Innovations are an important tool in maintaining and consolidating the market position. The competitive management simulation TOPSIM – Manufacturing Management brings players face to face with the challenges of a medium-sized business on the international market.

### ABOUT TOPSIM – MANUFACTURING MANAGEMENT

- ▶ The business game TOPSIM – Manufacturing Management simulates a medium-sized bicycle manufacturer. The players act as the managers, aiming to achieve new growth in the business. They take the operational decisions for procurement, production, marketing and human resources, and must also demonstrate strategic management vision and set the best possible product-market combination for the manufacturing firm.

Example: sales decisions

### TOPICS COVERED

Fields: Business Administration

- ▶ Fundamentals of strategic management
- ▶ Marketing mix
- ▶ Human resource planning
- ▶ Capacity planning
- ▶ Fundamental terms and methods of corporate financial management
- ▶ Cost type, cost centre and cost unit accounting
- ▶ Profit contribution margin analysis
- ▶ Cash flow statements
- ▶ Balance sheets and income statements
- ▶ Investment appraisal

### 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 – MANUFACTURING MANAGEMENT

- ▶ Employ competitive strategies for a range of products and markets
- ▶ Analyse and select tools from the marketing mix
- ▶ Identify initial and follow-up investment requirements for production
- ▶ Operational financial and liquidity planning
- ▶ Calculate procurement conditions for input materials
- ▶ Take investment decisions throughout the product life cycle
- ▶ Apply managerial accounting tools and understand the differences

COMPLEXITY

3

EVALUATION

SYNTHESIS

2

ANALYSIS

APPLICATION

1

UNDERSTANDING

KNOWLEDGE

## TARGET GROUPS

- ▶ Students studying Economics or Engineering
- ▶ Managers / trainee managers in commercial and technical fields
- ▶ Employees from all divisions of a company, even those with little knowledge of Business Administration

## SIMULATION DETAILS

- ▶ Length: 2 - 3 days
- ▶ Max. of 8 periods with up to 43 decisions
- ▶ Number of players: 9 – 60 (3 – 12 groups of 3 – 5 people)
- ▶ Language: German and English
- ▶ Blended learning – available in the TOPSIM – Cloud

## HARDWARE/SOFTWARE

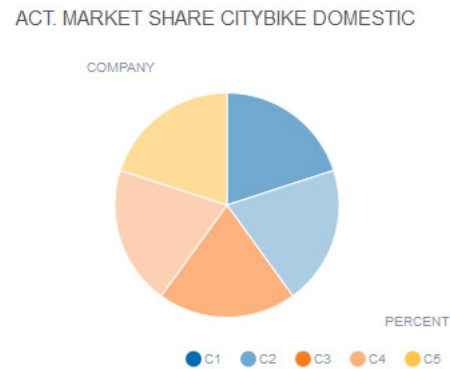
Local installation

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

For use in the TOPSIM – Cloud

- ▶ Web browser: Google Chrome, Mozilla Firefox, Internet Explorer or Apple Safari
- ▶ Independent of operating system and devices

*Example: evaluation on the basis of sales in the TOPSIM cloud*



## 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?  
Simply contact us by e-mail or phone.

TOPSIM GmbH  
Neckarhalde 55  
72070 Tübingen  
(t) +49 (0) 7071 7942 0  
(f) +49 (0) 7071 7942 29  
(e) [info@topsim.com](mailto:info@topsim.com)  
(web) [www.topsim.com](http://www.topsim.com)

[b](http://blog.topsim.com) [blog.topsim.com](http://blog.topsim.com)  
[f](https://www.facebook.com/topsim.planspiele) [facebook.com/topsim.planspiele](https://www.facebook.com/topsim.planspiele)  
[t](https://twitter.com/Planspiele) [twitter.com/Planspiele](https://twitter.com/Planspiele)  
[in](https://www.linkedin.com/company/topsim-gmbh) [linkedin.com/company/topsim-gmbh](https://www.linkedin.com/company/topsim-gmbh)  
[X](https://www.xing.com/companies/topsimgmbh) [xing.com/companies/topsimgmbh](https://www.xing.com/companies/topsimgmbh)