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COMPLEXITY

# TOPSIM® – easyMANAGEMENT

A strategic business approach is essential in many professional roles. The management simulation TOPSIM – easyManagement gives players the chance to manage a business themselves and see how their decisions affect business in practice. This gives them an understanding of the broader business picture.

## ABOUT TOPSIM – easyMANAGEMENT

- ▶ The strategic business simulation game TOPSIM – easyManagement simulates the business environment of an outdoor tent production firm. The players act as the managers, taking business decisions in production, sales, human resources, administration and finance. This simple management simulation gives users a basic understanding of business management and the business environment. It is ideal for use at one-day events, in introductory classes at universities and in basic business seminars.

*Example: decision-making screen for sales in the TOPSIM – Cloud*

Decisions  
Period 2  
Sales/Purchase/R&D

Choose a decision category:

Sales/Purchase/R&D	Sales I	Expedition
Goods and services	Price Domestic Market (€)	550.00
Finance/Planning	Advertising (€)	70.000
Sales III		
Corporate Identity (€)	10.000	
Final inventory employees Salics	3.00	
Purchasing		
	Ripstop-Nylon	Rods
Purchasing quantity Supplier (quantity)	2.500	2.500
R&D		
	Expedition	
External expenditures R&D (€)	50.000	

## TOPICS COVERED

Fields: Business Administration

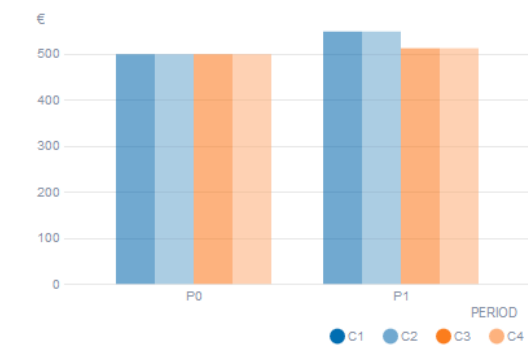
- ▶ Business administration terms and indicators
- ▶ Marketing basics
- ▶ Staff demands planning
- ▶ Accounting tools and reporting
- ▶ Annual financial statements

## 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

*Example: overview of pricing in the TOPSIM – Cloud*

PRICE EXPEDITION DOMESTIC MARKET



## LEARNING OBJECTIVES OF TOPSIM – easyMANAGEMENT

- ▶ Know the components of the marketing mix
- ▶ Plan production capacity and take the necessary investment decisions
- ▶ Recognize the effects of business activities on liquidity and assets
- ▶ Describe the structures and objectives of accounting



## TARGET GROUPS

- ▶ Bachelor students in the early semesters of a business degree
- ▶ Students studying other, non-business subjects
- ▶ Vocational trainees in their 2nd and 3rd year of training
- ▶ Trainees
- ▶ Employees on refresher business courses

## SIMULATION DETAILS

- ▶ Length: 1 - 2 days
- ▶ Max. of 6 periods with up to 15 decisions
- ▶ Number of players: 12 – 50  
(4 – 10 groups of 3 – 5 people)
- ▶ Language: German and English
- ▶ Additional, more complex scenario available
- ▶ Blended learning – available in the TOPSIM – Cloud

## HARDWARE/SOFTWARE

Local installation

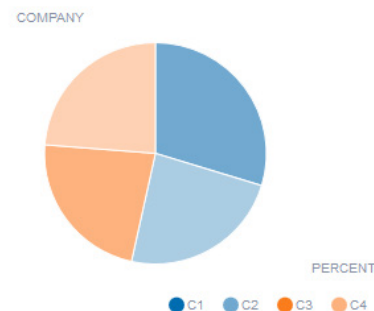
- ▶ Standard PC or notebook
- ▶ Operating system: Windows XP/Vista/7/8

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 of market shares in the TOPSIM cloud*

ACT. MARKET SHARE EXPEDITION DOMESTIC MARKET



## 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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