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COMPLEXITY



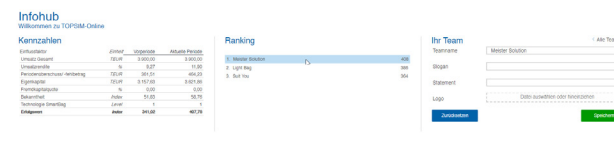
## TOPSIM® ON DEMAND – BUSINESS CHALLENGE

Now more than ever, asynchronous and individual learning is important. With the TOPSIM on Demand – Business Challenge, we enable participants to run through the business simulation at their own pace, play anytime and anywhere and get to know business connections.

### ABOUT TOPSIM ON DEMAND – BUSINESS CHALLENGE

- ▶ In TOPSIM on Demand – Business Challenge, participants take on the role of the management of an innovative backpack manufacturer. In order to sell SmartBags, strategic and operational decisions have to be made in different areas of the company.
- ▶ The decision areas include R&D, finance, production, marketing, sales, human resources and administration. During the course of the simulation, participants have access to a virtual advisor, who supports them with their decisions and provides evaluation reports.
- ▶ A ranking graph allows each participant or team to compare their success value with the competition. This fosters a competitive element and higher motivation in the game.

*Exemplary information hub, including ranking graph of participants*



#### Business Challenge - Das erwartet dich!

Der Infoblog gibt dir Auskunft über die wichtigsten Kennzahlen deines Unternehmens. Hier kannst du dir die Regeln jeder Periode einen kurzen Überblick verschaffen.

#### So funktioniert das Ranking

Durch das Ranking hast du die Möglichkeit, dich leistungsorientiert mit den anderen Spielern zu messen. Es wird nach der ersten vollständig generierten Periode in deiner Periode direkt ein Ranking angezeigt. Du zeigst dir deinen Erfolgswert im Vergleich zu dem deiner Mitstreiter. In der Simulation ist der Erfolgswert eine der wichtigsten Kennzahlen, da er ausweist, wie erfolgreich dein Unternehmen gegenüber deiner Konkurrenz auf dem Markt ist.

Es beschreibt sich aus einer Kombination der folgenden Kennzahlen:

Kennzahl	Veränderung des Erfolgsfaktors	Anreicherung auf den Erfolgswert
Umsatz pro Kopf	↑	↑
Produktivität	↑	↑
Deckungsbeitrag	↑	↑



### TOPICS COVERED

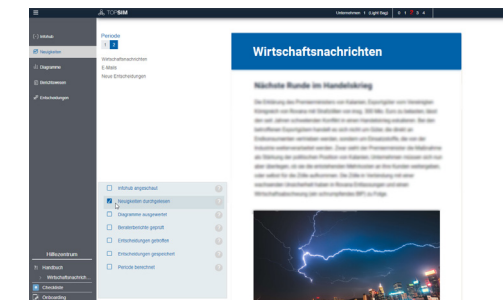
Fields: Business Administration, in particular Business Management

- ▶ Business administration terms and indicators
- ▶ Entrepreneurial connections
- ▶ Marketing basics
- ▶ Human resource planning
- ▶ Accounting tools and reports
- ▶ Financial statements
- ▶ Basics and analysis of reporting

### LEARNING OBJECTIVES OF TOPSIM ON DEMAND – BUSINESS CHALLENGE

- ▶ Identify the components of the marketing mix
- ▶ Plan manufacturing capacity and make necessary investment decisions
- ▶ Recognize the effects of operational activities on liquidity and assets
- ▶ Describe the structures and goals of accounting

*Exemplary business news, including checklist for the participants*



## 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
- ▶ Understand decision scope and results



## TARGET GROUPS

- ▶ Bachelor students in undergraduate studies of Business Administration
- ▶ Students of non-business degree programs
- ▶ 2nd and 3rd year apprentices
- ▶ Trainees
- ▶ Employee training to refresh business knowledge
- ▶ Exam preparation
- ▶ Preparatory courses

## SIMULATION DETAILS

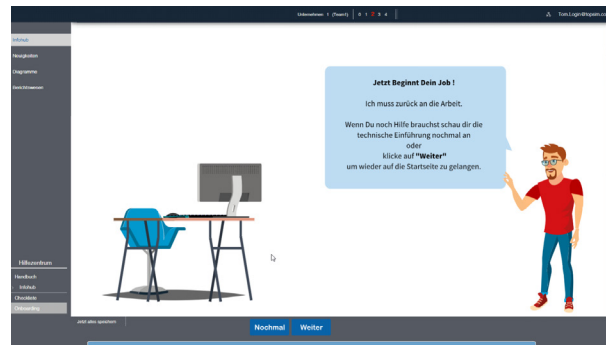
- ▶ Duration: first run 4-6 hours, each further run 3-4 hours
- ▶ Number of participants: One person or a small team plays as one company
- ▶ Number of companies: unlimited
- ▶ Language: German, English
- ▶ Interactive onboarding
- ▶ Evaluation and analysis tools
- ▶ Classroom, Blended or Distance Learning Concepts available

## HARDWARE/SOFTWARE

Use in the TOPSIM – Cloud

- ▶ Web browser: Google Chrome, Mozilla Firefox
- ▶ Independent of operation systems and devices

*Technical onboarding with gamified elements explains the surface to the participants*



## ! 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)

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