



BUSINESS SIMULATION PORTFOLIO OVERVIEW

TOPSIM®

LEARNING BUSINESS BY DOING BUSINESS

WHAT ARE BUSINESS SIMULATIONS?

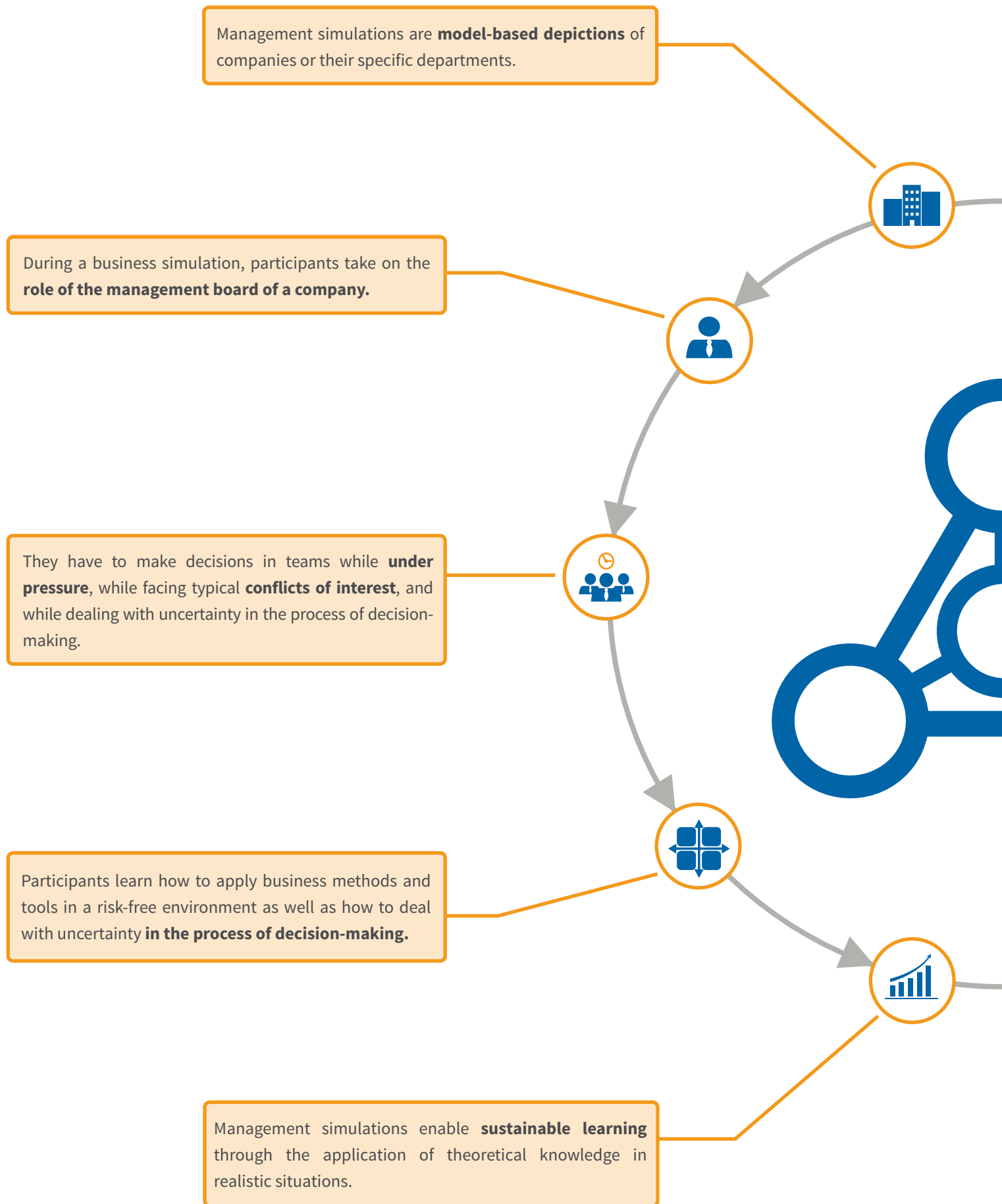
Management simulations are **model-based depictions** of companies or their specific departments.

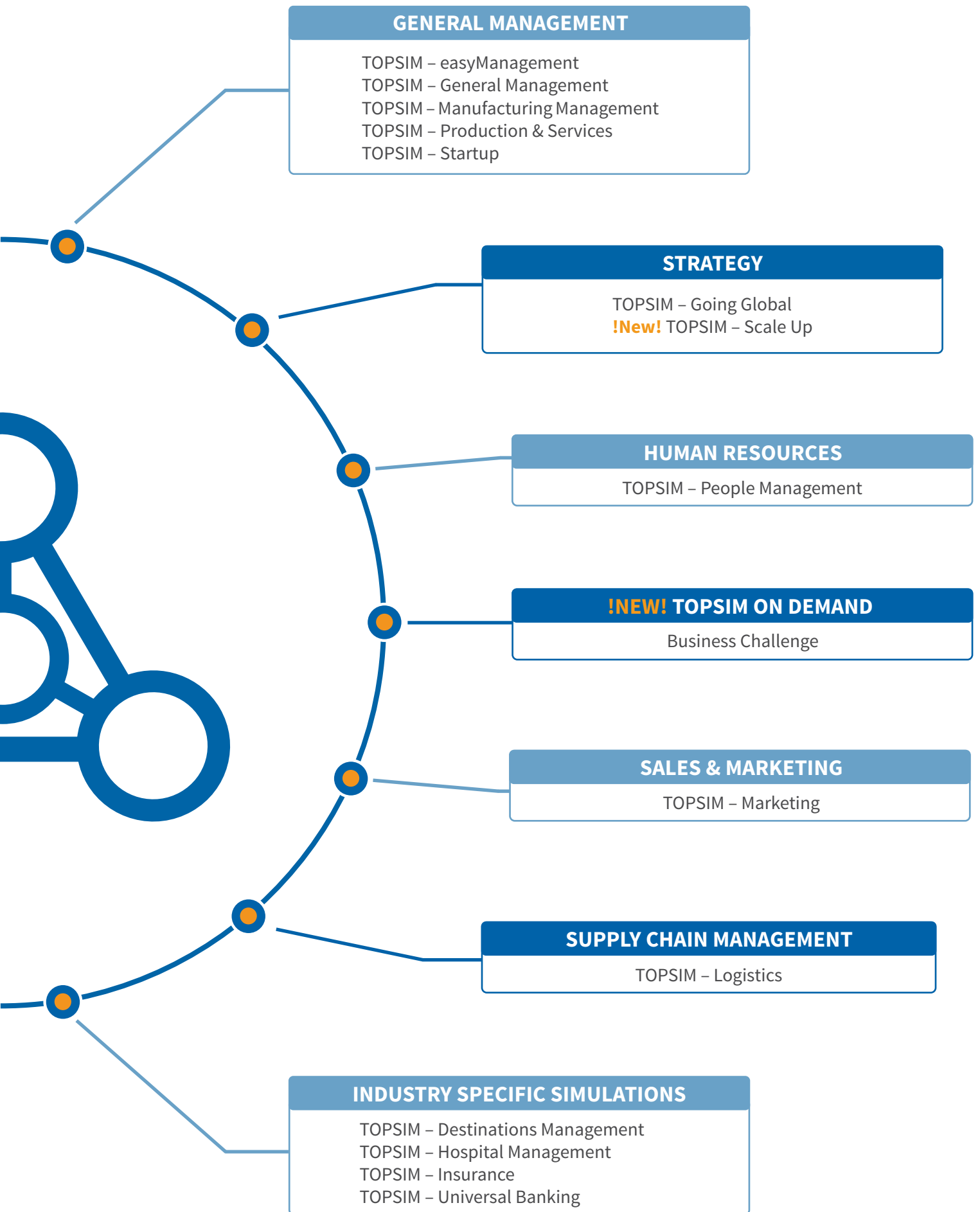
During a business simulation, participants take on the **role of the management board of a company.**

They have to make decisions in teams while **under pressure**, while facing typical **conflicts of interest**, and while dealing with uncertainty in the process of decision-making.

Participants learn how to apply business methods and tools in a risk-free environment as well as how to deal with uncertainty **in the process of decision-making.**

Management simulations enable **sustainable learning** through the application of theoretical knowledge in realistic situations.





LEGENDE

COMPLEXITY LEVEL



Level 1: simple
Level 2: medium
Level 3: advanced



These simulations are already available in the TOPSIM – Cloud.



These simulations are available in a single-player version.

GENERAL MANAGEMENT



TOPSIM – easyManagement

This business simulation shows the business environment of a **production company for outdoor tents**. It primarily intends to convey **basic knowledge of business administration** and the overall business context. Participants experience the basics of production management at first hand. They learn how to deal with market reports, gain insights into the value chain and practice decision-making in a team.

COMPLEXITY



SIMULATION DETAILS

1-2 days
12-50 participants

LANGUAGES



TOPSIM – Manufacturing Management

In this business simulation the participants overtake the role of the management of a **medium-sized bicycle manufacturer** which is supposed to achieve new growth of the company. In addition to **operational decisions** in the areas of procurement, production, marketing and personnel, they must demonstrate foresight in **strategic management** and determine the optimal product-market combination for production operations.

COMPLEXITY



SIMULATION DETAILS

2-3 days
9-50 participants

LANGUAGES



TOPSIM – Production & Services

This business simulation scenario is based on the proven concept of TOPSIM – General Management Version 15 and illustrates the complex interrelationships of a **medium-sized company in the elevator industry**. The company is active in the business areas of elevator **production and services** in the form of maintenance contracts. Both areas are interdependent and influence each other. In addition to a domestic market, the company is also active in a foreign market.

COMPLEXITY



SIMULATION DETAILS

2-3 days
9-25 participants

LANGUAGES



TOPSIM – General Management

This industrial business simulation is a **sophisticated management simulation** and depicts the complex interrelationships of a **manufacturing, medium-sized company in the printer and copier industry**. As decision-makers, the participants gain an understanding of connections and interactions between the various internal and external influencing factors. They also have to apply network thinking and acting for value-oriented corporate management and learn to estimate the scope of their decisions.

COMPLEXITY



SIMULATION DETAILS

2-5 days
9-50 participants

LANGUAGES



TOPSIM – Startup

The strategic business simulation shows the foundation of a **production company that manufactures high-quality surfboards**. The simulation depicts the typical phases of a company foundation, starting with the brainstorming and development of a business model, the preparation of a business plan, the market entry and market development. The simulation provides basic knowledge of business management and serves as an introduction to the **topic of founding a company**.

COMPLEXITY



SIMULATION DETAILS

2-3 days
9-50 participants

LANGUAGES



STRATEGY



TOPSIM – Going Global

In this internationalization simulation, participants have to lead the **global expansion of a washing machine manufacturer** in the management role. Opportunities and risks of new markets have to be identified and evaluated on the basis of a market analysis, and expansion decisions have to be made regarding market barriers, forms of market entry and market development. The participants are also faced with the task of preparing and implementing appropriate development strategies.

COMPLEXITY

1	2	3
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SIMULATION DETAILS

2-5 days
10-35 participants

LANGUAGES



TOPSIM – Scale Up

In the strategy business simulation TOPSIM – Scale Up, the participants, as managing directors of a **formerly successful manufacturer of scooters**, are faced with the challenge of establishing a newly developed generation of **electric scooters** on the market and at the same time developing a sustainable business model. In the new business model, the success of the company no longer depends on the pure production and sale of the e-scooters, but also on a **digital business model**.

COMPLEXITY

1	2	3
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SIMULATION DETAILS

1-2 days
9-50 participants

LANGUAGES



HUMAN RESSOURCES



TOPSIM – People Management

The participants take on the **role of a consultant** who advises the newly appointed manager of a company department on **change management**. The primary goal of the manager is to inform and motivate the employees and to lead them to make a voluntary commitment in order to increase their performance and to anchor the change in a sustainable way. To achieve this, the participants can choose between about **35 communication measures**. As a further learning method, a **role play** is integrated within the business simulation, in which the participants learn to communicate successfully between manager and employee.

COMPLEXITY

1	2	3
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SIMULATION DETAILS

1-3 days
9-25 participants
XL up to 50

LANGUAGES



SALES & MARKETING



TOPSIM – Marketing

The **marketing business simulation** confronts the participants with the challenge of managing the marketing department of a manufacturing company and controlling the orientation from product management to the marketing of the products. Taking into account **product life cycles** and **current trends**, they can develop new products, remove old products from the range or reposition them. The aim is to improve the market position and profit situation of the own company.

COMPLEXITY

1	2	3
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SIMULATION DETAILS

1-3 days
9-25 participants
XL up to 50

LANGUAGES



SUPPLY CHAIN MANAGEMENT



TOPSIM – Logistics

The **complex logistics management simulation** depicts a manufacturing company in the **printing industry**. In the role of a board member, the participants make all operational and strategic decisions for the production of laser printers. The focus is on supply chain management topics and special optimization projects with which the participants achieve improvements in the sub-areas of inbound, outbound and in-house logistics and at the same time learn about their significance for the entire supply chain.

COMPLEXITY

1	2	3
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SIMULATION DETAILS

3-5 days
12-25 participants

LANGUAGES



INDUSTRY SPECIFIC SIMULATIONS



TOPSIM – Destinations Management

This **tourism business simulation** depicts a **fictitious mountain destination in the Alps**. The participants take over the management of various **local companies** related to the tourism such as hotels, mountain railways or sports service providers. In addition to individual objectives, the teams must also develop a long-term strategy for the entire holiday region. To achieve this, a balance must be found between teamwork and competitive thinking. In this business simulation, social skills and negotiation skills are trained.

COMPLEXITY

1 2 3

SIMULATION DETAILS

1-4 days
10-40 participants

LANGUAGES



TOPSIM – Insurance

Current challenges in the **insurance industry** are illustrated in this business simulation using the example of a **typical insurance company (primary insurer)**. In addition to the main focus on marketing, sales and insurance technology/controlling, the business simulation also includes modules for asset management and reinsurance. The participants make strategic and operative decisions for up to four insurance lines (liability, accident, legal expenses and fire insurance) and four customer groups (industrial customers, commercial enterprises, private individuals and freelancers).

COMPLEXITY

1 2 3

SIMULATION DETAILS

2-5 days
9-25 participants

LANGUAGES



TOPSIM – Universal Banking

In this **banking management simulation**, the participants take on the role of the board of directors of **SparBank AG**. The focus of this modularly structured business simulation is on volume and interest business, asset management, investment banking, marketing and personnel management. The business simulation takes into account up to seven different customer groups and current liquidity regulations such as BASEL III, thus enabling a sustainable link between theory and practice.

COMPLEXITY

1 2 3

SIMULATION DETAILS

2-5 days
9-25 participants
XL up to 40

LANGUAGES



TOPSIM – Hospital Management

This **hospital management simulation** shows the business management processes of a hospital and simulates the development into a modern service company. The participants are trained in dealing with the cost pressure in the **health care system** and have to make decisions that have different effects in different medical departments. In addition to basic control elements such as the case mix index and the length of stay, there is a wide range of strategic initiatives to choose from, which enable a targeted long-term orientation of the hospital.

COMPLEXITY

1 2 3

SIMULATION DETAILS

2-3 days
9-50 participants

LANGUAGES



!NEW! TOPSIM ON DEMAND



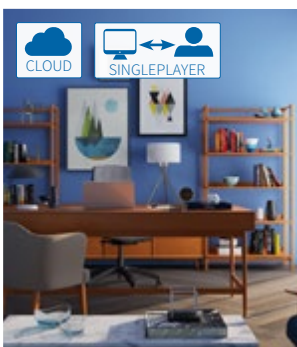
Exam preparation

The participant can repeat the business simulation at any time and thus independently deepen their knowledge.



Comparability

With the high score calculated by the business simulation software you can compare the performance of the players.



Business Challenge

In the management simulation TOPSIM on Demand – Business Challenge the participants take on the role of the management of an **innovative backpack manufacturer (Smart Backpacks)**. They have to make strategic and operative decisions in different areas of the company and receive helpful tips in the **automatic evaluation**. Through the **onboarding program with interactive tasks and a personal advisor**, participants can independently familiarize themselves with the scenario and the simulation interface. Participants play against **computer opponents** and can **learn at their own pace** in this mode.

COMPLEXITY

1 2 3

SIMULATION DETAILS

4-6 hours per round
Number of participants not limited

LANGUAGES



WHY CHOOSE TOPSIM?



Extensive experience

TOPSIM GmbH is one of the **leading companies worldwide in the field of management simulations**. Since 1982, we have developed and implemented more than 150 business simulations and conducted over 2,000 seminars worldwide.



Modern and pragmatic

We develop our business simulations in cooperation with our clients and assure continuous improvement by evaluating them regularly. In addition, our models are **continuously updated in alignment with current economic and technological standards**. Every year, we publish about 10 simulation updates with customisations, minor expansions and possible fixes.



The TOPSIM – Portfolio

Our product portfolio includes a **broad range** of topic- and industry-specific simulations. You will definitely find a business simulation to meet your needs.



Instructor trainings

Our customized TOPSIM – Train the Trainers programs onboard your selected trainers and facilitators to our platform and simulations. Every year, we organise about 30 seminar trainings which allow you to receive your **instructor certification**. Over 1,800 TOPSIM – instructors have already been trained.



Support

Certified TOPSIM – Trainers can receive support and help **by phone and by e-mail**.



Multilingualism

With only a few exceptions, all of our business simulations are available in **both German and English**. Our simulations can be translated into other languages on request.



TOPSIM – Community

At our events, such as the annual learning forum, or by joining our social media groups (XING, LinkedIn) you have the opportunity to learn more about our management simulations, chat with other users and **benefit from best practice and networking with fellow TOPSIM users and trainers**.



Flexibility and scalability

The new online platform, the TOPSIM – Cloud, makes our management simulations **available online** and accessible anywhere, anytime and any device. This allows more **flexibility in the delivery method**: face to face (classroom), blended or fully virtual. Our learning solutions can be tailored to be used for one person to as much as 10,000 participants across the organization.



What other solutions do we offer?

Besides our standard business simulations, we offer a wide range of **customized solutions**. Please request some of our client success stories and whitepapers to learn more about **strategic and organizational development initiatives** that have been successfully conducted with the use of business and management simulations as well as on our thought leadership around applied gamification methods and application.

More information is available on our **website www.topsim.com**

We will be happy to advise you personally!

Call us at +49 7071 79 42 0 or send us an email (info@topsimsim.com).



CONTACT

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