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COMPLEXITY

SCALE UP

For many companies, strategic planning and the predictability of possible consequences is getting more difficult due to the increasing globalization and digitization as well as the disruptions in many markets. Expanding complexity is forcing even successful companies to use new business models with more agile approaches. In the strategic business simulation Scale Up participants have to face a similar situation.

ABOUT SCALE UP

- ▶ Scale Up is a management simulation, in which a company with a long-term solid strategy in a traditional industry reaches its limits. As managing directors of a formerly successful manufacturer of scooters, the participants are facing the challenge to establish a newly developed generation of electric scooters in the market and at the same time develop a sustainable business model. They need to realign a traditional business model in a new industrial and increasingly digital environment. Among others the simulation takes place in the field of e-mobility. In the business model that has to be developed, the company's success no longer depends on the mere production and sale of e-scooters, but also on the digital business model.
- ▶ Mainly strategic and less operational decisions have to be made in the areas of marketing, sales, research and development, purchasing, manufacturing, personnel and administration.

Example: Diagram of advertising



TOPICS COVERED

Fields: Business Administration, in particular Business Management

- ▶ Corporate entrepreneurship
- ▶ Business model innovation
- ▶ Correct interpretation of market signals and trends in new and unexplored areas
- ▶ Strategic business development
- ▶ Strategic marketing (competitor analysis, marketing mix and corporate identity)
- ▶ Human resource planning, staff training, productivity
- ▶ Product management
- ▶ Sustainable production
- ▶ Investment and capacity planning
- ▶ Finance and accounting (cost accounting, break-even analysis, financial planning, balance sheets, income statements, cash flow statements and key performance indicators)
- ▶ Dealing with complexity, uncertainty and market volatility

LEARNING OBJECTIVES OF SCALE UP

- ▶ Dealing with disruptions and market volatility
- ▶ Coping with complex decision-making situations
- ▶ Establishing and scaling of a new business model

GENERAL LEARNING OBJECTIVES OF TOPSIM – SIMULATION GAMES

- ▶ Structured dealing with large amounts of information and estimating the scope of the decisions
- ▶ Recognition and consideration of general conditions for economic success in a dynamic, competitive environment
- ▶ Select and implement strategies to achieve goals
- ▶ Evaluate company data
- ▶ Make effective decisions in the team
- ▶ Assess the consequences of decisions
- ▶ Learn to handle complex decisions



TARGET GROUPS

- ▶ Masters and final-year Bachelor students studying Economics
- ▶ Managers / trainee managers
- ▶ Employees from all divisions of a company
- ▶ Trainees

SIMULATION DETAILS

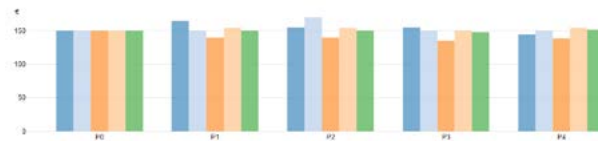
- ▶ Length: 1-2 days
- ▶ 4-6 periods
- ▶ Number of players: 9 – 50
(3 – 10 groups of 3 – 5 people)
- ▶ Language: German, English
- ▶ Classroom, Blended or Distance Learning-Concepts available

HARDWARE/SOFTWARE

Use in the TOPSIM – Cloud

- ▶ Web browser: Google Chrome, Mozilla Firefox
- ▶ Independent of operating system and devices

Example: Diagram of price



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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