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COMPLEXITY



BUSINESS 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 Business Management brings players face to face with the challenges of a medium-sized business on the international market.

ABOUT BUSINESS MANAGEMENT

- ▶ The business game Business 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

The screenshot shows the TOPSIM simulation interface. At the top, there's a navigation bar with 'TOPSIM', 'HOME', 'Company 1 (Team 1)', and a user profile 'schmidt@topsim.com'. Below this, the 'Decisions' panel is active, showing 'Period 1' and 'Sales/Purchase/R&D'. A sidebar on the left lists decision categories: 'Sales/Purchase/R&D' (selected), 'Goods and services', and 'Finance/Planning'. The main area displays three decision inputs for 'CityBike':

Decision Category	Input Field	Value	Description
Sales 1	Price Domestic (€)	440.00	How you determine the selling price of CityBike for the current period and only for the domestic market. Generally speaking, an increase in prices usually results in a smaller sales volume. On the other hand, with a lower price more bicycle sales are possible.
Advertising (€)	Advertising (€)	400.000	How you determine the advertising budget for the domestic market for CityBike. In general, product advertising stimulates sales. It leads to volume exponentially over several periods, meaning you also benefit from it in the subsequent period.
Quantity SRCO (quantity)	Quantity SRCO (quantity)	1.000	

Buttons for 'Reset' and 'Save' are visible at the bottom of the decision inputs.

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 BUSINESS 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

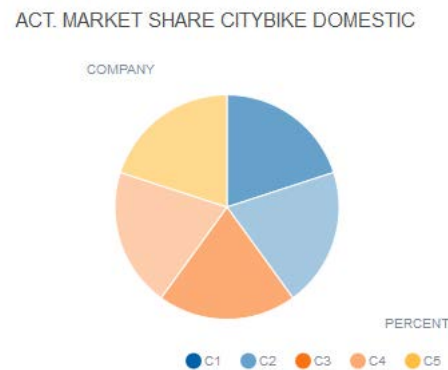
Local installation

- ▶ 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?
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