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COMPLEXITY

# MASTERING GENERAL MANAGEMENT

Companies are complex systems with complex structures and a wide range of roles. To be successful, decision-makers must understand the context and situation within the company and how various internal and external factors interact. Mastering General Management illustrates these challenges and improves players' ability to take a networked approach.

## ABOUT MASTERING GENERAL MANAGEMENT

- ▶ The competitive industry simulation game Mastering General Management is an advanced management simulation that demonstrates the complex issues being faced by a medium-sized production firm in the printer and photocopier sector. Players act as the managers, taking strategic and operational decisions in marketing, sales, research and development, purchasing, manufacturing, human resources and administration. They learn how to deal in a structured way with a large amount of information, and to assess the implications of their decisions.

*Example: sales and corporate identity decisions*

| SALES                       |              |   |
|-----------------------------|--------------|---|
|                             | COPY Classic |   |
| Price Market 1 (EUR)        | 4.999        | ? |
| Price Market 2 (FCU)        | 0            | ? |
| Advertising Market 1 (mEUR) | 12.00        | ? |
| Advertising Market 2 (mEUR) | 0.00         | ? |

| SALES               |          |          |
|---------------------|----------|----------|
|                     | Market 1 | Market 2 |
| Sales (Nr. Persons) | 30       | 0        |

| CORPORATE IDENTITY        |       |
|---------------------------|-------|
|                           | Entry |
| Corporate Identity (mEUR) | 0.00  |

## TOPICS COVERED

Fields: Business Administration, in particular Business Management

- ▶ Value-based management
- ▶ Mission statement (vision, mission and goals)
- ▶ Strategic marketing (competitor analysis, marketing mix, product life cycles and corporate identity)
- ▶ Business development
- ▶ Human resource planning, staff training, productivity and attrition
- ▶ Product management
- ▶ Procurement management (make-or-buy decisions and global sourcing)
- ▶ Ecological production and rationalisation
- ▶ 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)

## 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 MASTERING GENERAL MANAGEMENT

- ▶ Understand the overall business situation and interactions, and take a networked approach for value-based management
- ▶ Use strategic analyses (environmental and business analyses) and select competitive strategies for a range of products, markets and target groups
- ▶ Evaluate marketing and product strategies using portfolio analyses
- ▶ Interpret results using managerial accounting
- ▶ Evaluate strategic investment planning and GAP analysis
- ▶ Compare and select financing options and assess the risk of foreign currency loss



## TARGET GROUPS

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

## SIMULATION DETAILS

- ▶ Length: 2 - 5 days
- ▶ Max. of 8 periods with up to 54 decisions
- ▶ Number of players: 9 – 50 (3 – 10 groups of 3 – 5 people)
- ▶ Language: German, English
- ▶ Supplementary modules: XL version for a game with up to 10 companies, additional scenarios and professional scenarios
- ▶ Blended learning – available in the TOPSIM – Cloud from version 15

## HARDWARE/SOFTWARE

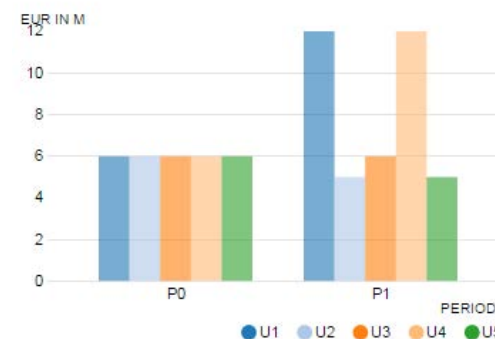
### Local installation

- ▶ 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: diagram of advertising



## 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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