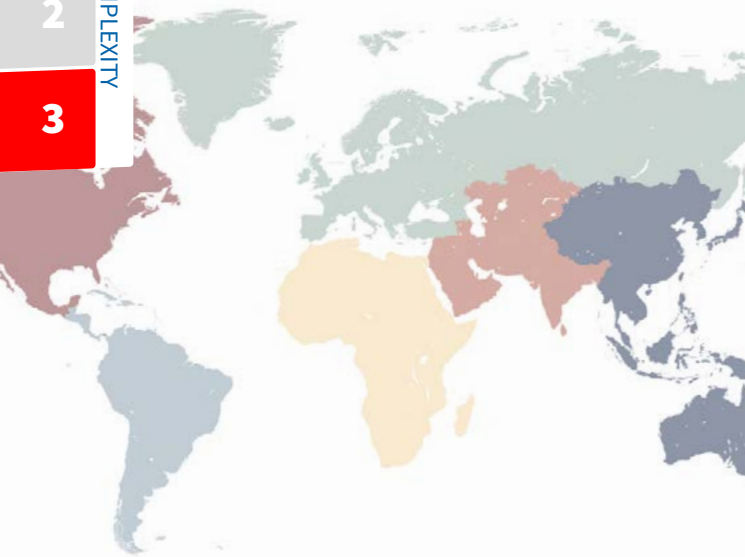


1

2

3

COMPLEXITY



MASTERING GLOBAL EXPANSION

The growing interdependence of the world economy is increasing companies' scope of action in their value chains – from the global sourcing through to international sales markets. At the same time, the competition is intensifying. The competitive business game Mastering Global Expansion clarifies to the participants the business challenges which are associated with the expansion of their business activities in international markets.

ABOUT MASTERING GLOBAL EXPANSION

- ▶ The management simulation depicts six economic regions with different framework conditions. Acting as the executive managers of a washing machine manufacturer, the participants initially work in their home region only. Soon the internationalisation activities of the companies take centre stage. In the context of this “Mastering Global Expansion” process, it is initially necessary to identify and evaluate the opportunities and risks posed by the new markets as well as the strengths and weaknesses of the company. Following the market entry decision, the players are faced with the task of developing appropriate market development strategies and implementing them in their decisions.

Example: decisions in the area of strategic positioning

RESEARCH AND DEVELOPMENT

	Selection
Global technology level development	+1
Global ecology level development	+1

CORPORATE IDENTITY

	Selection
Expenses for Corporate Identity (EUR)	2,600,000

TOPICS COVERED

Fields: International and Strategic Management

- ▶ Mission statement (vision, mission and goals)
- ▶ Decision on expansion (market barriers, forms of market entry and market development)
- ▶ Strategic marketing (competitor analysis, marketing mix, product life cycles and corporate identity)
- ▶ International marketing mix
- ▶ Human resource planning, productivity and attrition
- ▶ Procurement management (make-or-buy decisions, global sourcing, delivery priorities)
- ▶ Capacity planning
- ▶ Investment 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 GLOBAL EXPANSION

- ▶ Evaluate the market attractiveness and market barriers
- ▶ Select the suitable forms of market entry
- ▶ Develop and implement a strategy for market development (international marketing mix)
- ▶ Identify and analyse changed market conditions for strategy adaptation
- ▶ Plan and monitor machine and human resource capacity
- ▶ Interpret results using managerial accounting



TARGET GROUPS

- ▶ The advanced learning stages of bachelor degree courses in Business Administration or Engineering Management focusing on International Business (5th semester of bachelor degree onwards)
- ▶ Masters and MBA courses
- ▶ Managers and prospective managers in the business and administrative sectors

SIMULATION DETAILS

- ▶ Length: 2 - 5 days
- ▶ Max. of 9 periods with up to 127 decisions
- ▶ Number of players: 9 – 35
(3 – 5 groups of 3 – 7 people)
- ▶ Language: German and English
- ▶ Blended learning – available in the TOPSIM – Cloud

HARDWARE/SOFTWARE

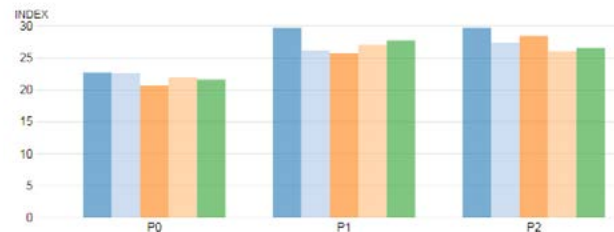
Local installation

- ▶ 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 the share 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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