

A glowing lightbulb is the central focus of the image, resting on a desk. The lightbulb is illuminated, casting a warm, yellow glow. In the background, a person's hands are visible, blurred, suggesting a collaborative or creative environment. The overall scene is dimly lit, with the lightbulb providing the primary source of light. The image is divided into three horizontal sections: a top section with a blurred background, a middle white section containing text, and a bottom section with a blurred background showing the lightbulb and hands.


# PRODUCT BROCHURE

TOPSIM - BUSINESS SIMULATIONS

**TOPSIM®**

LEARNING BUSINESS BY DOING BUSINESS





**With our  
business  
simulations we  
change how  
people learn.**





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# What are Business Simulations?

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Our business simulations are realistic representations of companies or their subdivisions. They are based on the principle of „learning business by doing business“ and make business processes simple and understandable!

The use of business simulations makes it possible to gain practical experience with real problems in corporate situations, without fear of consequences.

In the role of management, the participants learn to apply business management methods and information tools and to make decisions under time pressure. They experience the typical conflict of goals and learn to deal with uncertainties in decision-making. In order to achieve corporate goals, strategies must be selected and implemented, the effects of decisions must be evaluated, and the dynamic competitive environment must be taken into account.

Competition between groups creates a dynamic learning environment that encourages being the most successful team in the market, creating an interactive and motivating learning experience for participants. However, in addition to the technical learning objectives, soft skills such as improving teamwork skills by working in groups, consensus building in the decision-making process, communication, analytical thinking and problem-solving skills are also taught.

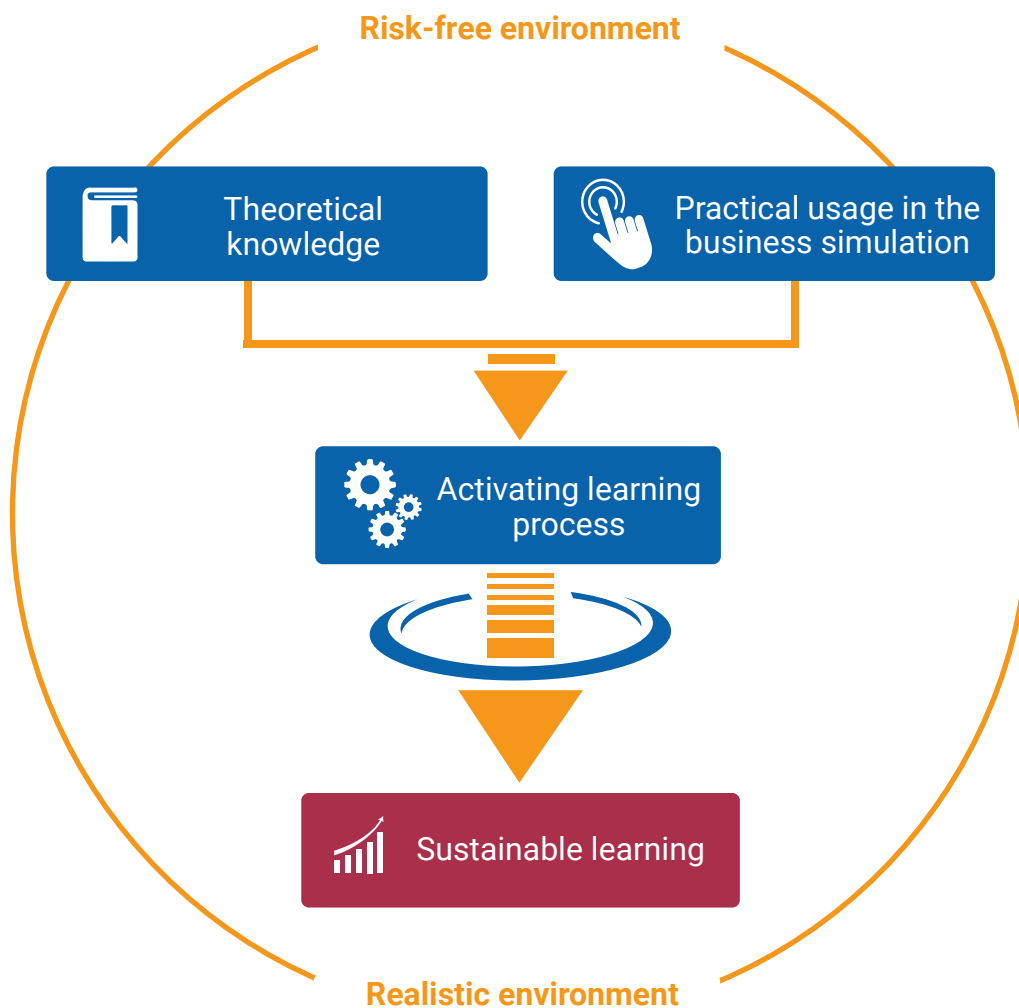
Business simulations from TOPSIM enable future-oriented, sustainable learning and turn your teaching and learning objectives into an exciting experience.







# Business Simulation Methodology



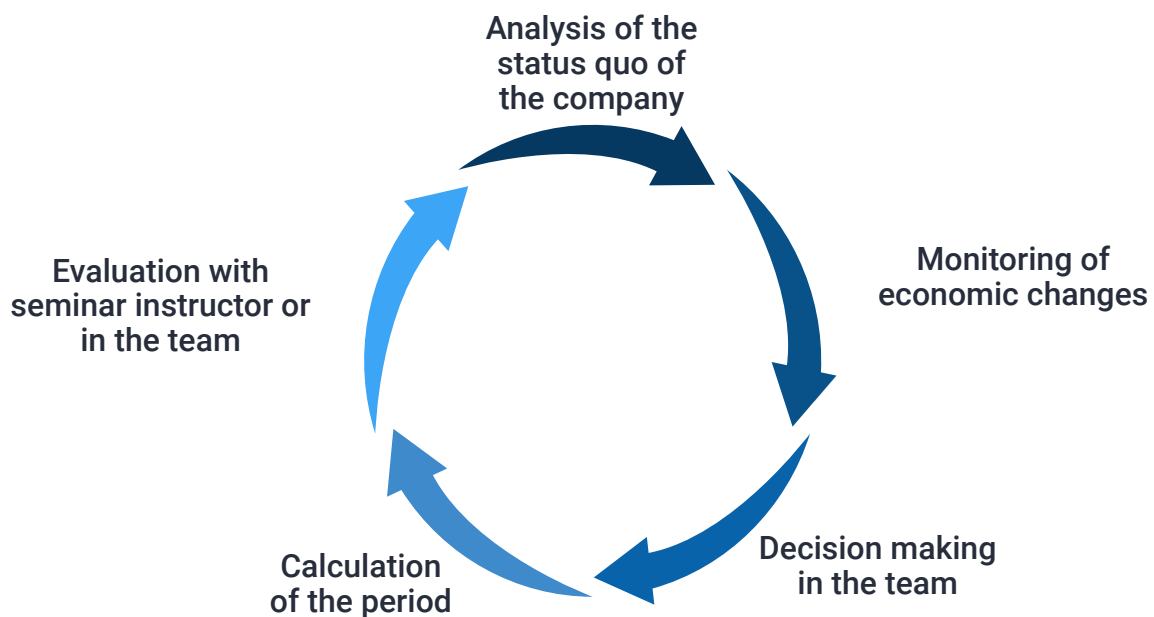


# How do Business Simulations work?

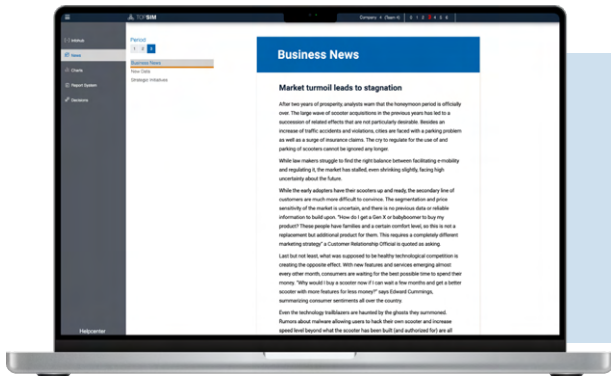
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After the introduction to the business simulation, the participants take over the management of a company. The task is to constantly analyze their own company, the competition and the economic situation and to act accordingly. Depending on the setting, decisions have to be made in a team – often under time pressure. After each run, an evaluation takes place together with the seminar instructor before the participants can start the next period.

In the process, they go through the individual phases several times and experience typical conflict of goals in corporate management.





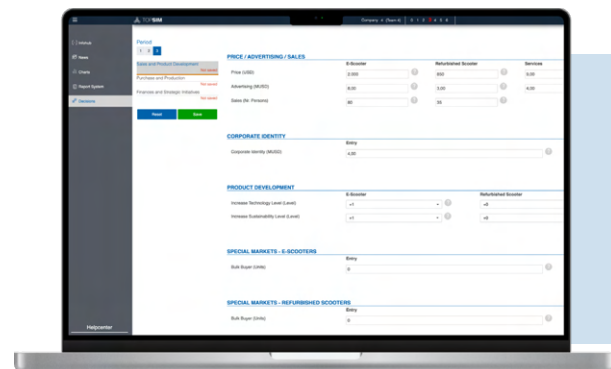
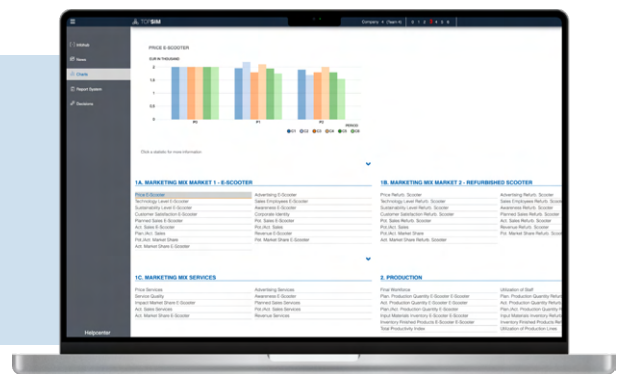


## Economic Changes

In making their decisions, participants are guided, among other things, by the business news, which describe the current economic changes in each period.

## Reports and Graphical Evaluation

In the reporting system, participants receive an overview of their company and their competitors. In addition, the most important key figures of all companies are presented in diagrams.



## Decision Mask

The participants adapt their decisions to the available information and enter them in the input fields of the decision mask. For a better overview, the decision areas are divided into categories.



# Technical Aspects

Our cloud-based business games allow convenient access via your internet browser. Regardless of your location or operating system, you can access the cloud content across devices at any time. The following table summarizes the most important technical key data.



Tablet, PC and  
laptop of  
720p



Chrome  
Mozilla  
Safari



German  
English



3-5  
participants per  
team



Unlimited  
scalability



Face-to-Face  
Blended  
Online

We will be happy to advise you which solution is best for you in an individual discussion.

[CONTACT](#)







“

The implementation of business simulations in the TOPSIM cloud offers us the convenience of being able to offer blended learning seminars in addition to face-to-face seminars, particularly in part-time study programs. Especially for this, time and location-independent learning is indispensable.

*Dipl.-Kffr. Katrin Uhlenkotte  
Dipl.-Betw. Ruth Kühn M.A.  
FH Münster University of  
Applied Sciences*

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# Complexity of Business Simulations

Business simulations with a higher complexity level are more demanding from the start than business simulations with a lower complexity level. In a level 3 simulation, for example, extensive business knowledge is already assumed in the first lesson. The following learning objectives are derived from the classification into complexity levels.

<b>Level 1: Essentials</b> Recognize the impact of operational activities and decisions.	<b>Level 2: Advanced</b> Implement competitive strategies for various products and markets.	<b>Level 3: Mastering</b> Describe and resolve holistic long-term goal conflicts.
<ul style="list-style-type: none"><li>› Terms and key figures in business administration</li><li>› Marketing fundamentals</li><li>› Planning of personnel requirements</li><li>› Fundamentals of accounting and reporting</li><li>› Annual financial reporting</li><li>› Analysis of competitors</li></ul>	<ul style="list-style-type: none"><li>› Increased complexity in the production process</li><li>› Factors of sustainability</li><li>› Investment and financial planning</li><li>› Procurement management</li><li>› Business development</li></ul>	<ul style="list-style-type: none"><li>› Full complexity in the production process</li><li>› Value-based corporate management</li><li>› Product management</li><li>› Make-or-Buy decisions</li><li>› Key figure systems</li><li>› Establishment of a controlling system</li></ul>
	<b>Building up on Level 1</b>	<b>Building up on Level 1 and 2</b>

The increasing complexity levels of the business simulations can be linked thematically. In Startup Essentials, for example, participants start a manufacturing company, expand their business model in Scale Up, and finally manage a globally operating manufacturing company in Mastering Global Expansion.



# Overview Business Simulations

Our product portfolio covers a wide range of industries and topics with varying levels of complexity. You can get a first impression via our business simulations overview. The short descriptions show you the essential contents of our products.

## Level 1: Essentials

### Management Essentials

This beginner-friendly business simulation teaches basic business skills, such as the fundamentals of production management and entrepreneurial relationships. The focus is on team-oriented decision-making.

## Level 2: Advanced

### Business Management

Through innovative operational decisions, the teams help a medium-sized company achieve new growth and hold its own against international competition.

## Level 3: Mastering

### Mastering General Management

The business simulation gradually introduces the teams to increasingly complex decision-making areas. The focus of the business simulation is on the interactions between internal and external factors as well as on networked thinking and action.

### Startup Essentials

The business simulation simulates the founding of a manufacturing company and covers the exciting phases of starting a business – from brainstorming to managing the company after market launch.

### Scale Up

The teams expand the product range of a traditional company and adapt to market changes. By developing a future-oriented business model, the business simulation offers the ideal introduction to the complex decision-making fields of strategic management.

### Mastering Business Operations

Right from the start, the teams are confronted with the entire decision-making complexity of the demanding business simulation. Only a structured handling of large amounts of information will lead to the success of their medium-sized production company.

### Business Challenge Essentials

The teams compete against computer opponents and are supported by a virtual consultant in making strategic and operational decisions. The business game thus offers an optimal introduction to business management.



### Mastering Global Expansion

The business simulation requires holistic business knowledge and presents the teams with complex entrepreneurial challenges. Through strategic expansion decisions, the teams manage to overcome market barriers and lead the global expansion of their manufacturing company to success.

# Level 1: Essentials

All business simulations at this level of complexity cover the fundamentals of business administration, but focus on different areas. In addition to the simulation-specific content listed below, there are also the areas of marketing mix, production, personnel planning, and finance and accounting.

## TOPSIM - Business Acumen

### Management Essentials

- › Investment decisions
- › Components of the marketing mix
- › Entrepreneurial connections
- › Production management
- › A single-player version is also available



Up to 6 periods



12-20 h per seminar

### Startup Essentials

- › Interactive information platform "Startup Web"
- › Starting a business - from the business idea to the business model
- › Business Model Canvas
- › Investor discussions



Up to 6 periods



16-24 h per seminar

### Business Challenge Essentials

- › Singleplayer
- › Gamified onboarding
- › Virtual consultant support
- › In-course success values comparable in ranking
- › Simulations possible without seminar instructor & seminar instructor training



4 periods



4-6 h for the first run.  
Repetition of the business game cycle possible (2-3 h)







“

The business game Startup Essentials (TOPSIM – Startup) is a successful, interesting mixture of creativity, entrepreneurial thinking and numerical analysis for us. By developing their own business idea, the groups identify very strongly with their company. The information the participants find on the Startup Web is brilliant. It can also be used in other subjects. This promotes learning success in a holistic way!

*Karina Römerscheid  
Chamber of Commerce and Industry in Oldenburg*

# Level 2: Advanced

The business games of Level 2: Advanced build on the learning content of Level 1: Essentials. Here, the complexity within the business games increases in the areas of production and human resources, sustainability factors are introduced and investment and financial planning as well as procurement management are dealt with in greater depth.

## TOPSIM - Business Acumen

### Business Management

- › Comprehensive corporate governance
- › Operational financial and liquidity planning
- › Product development and market launch
- › Instruments of controlling
- › Complex production planning



Up to 6 periods



12-24 h per seminar

## TOPSIM - Strategic Management

### Scale Up

- › Dealing with disruption and volatility in the marketplace
- › Coping with complex decision-making situations
- › Establishment and scaling of a new business model
- › Focus on rapid growth
- › Strategic business area development



Up to 6 periods









10-24 h per seminar





# Level 3: Mastering

Due to the high level of complexity, Level 3: Mastering is aimed at experts with solid business knowledge. Environmental and corporate analyses must be carried out and competitive strategies selected for various products, markets and target groups. In the area of finance, strategic investment planning must be prepared. External and internal financing must be weighed up and currency risks assessed.

TOPSIM - Business Acumen		TOPSIM - Strategic Management
Mastering General Management	Mastering Business Operations	Mastering Global Expansion
<ul style="list-style-type: none"><li>› Increasing decision complexity</li><li>› Disruptive product development and diversification</li><li>› Later introduction of liquidity planning</li><li>› Detailed optimization possibilities of the production</li></ul>	<ul style="list-style-type: none"><li>› Full decision complexity from the beginning</li><li>› Product development and diversification</li><li>› Comprehensive options for financing planning</li><li>› Detailed optimization possibilities of the production</li></ul>	<ul style="list-style-type: none"><li>› Global purchasing and expansion decisions</li><li>› Global production and supply processes</li><li>› <b>Competitive Analysis:</b> Market barriers, market entry strategies and building strategic competitive advantage</li><li>› <b>Strategic Marketing:</b> Economic regions and customer preferences</li></ul>
 Up to 8 periods	 Up to 8 periods	 Up to 9 periods
 16-32 h per seminar	 24-40 h per seminar	 16-32 h per seminar

Our business simulations illustrate the corporate activities of production companies using products such as washing machines, printers or surfboards. However, the product examples are largely irrelevant to the teaching of the respective learning content.

“

The simulation is very close to reality, so we have many points of contact with the participants to discuss challenges from their everyday lives in the group. The participants visibly enjoy the seminar and the team spirit is also significantly strengthened.

*Thomas Stephan*  
*EDEKA Junior Group e.V.*

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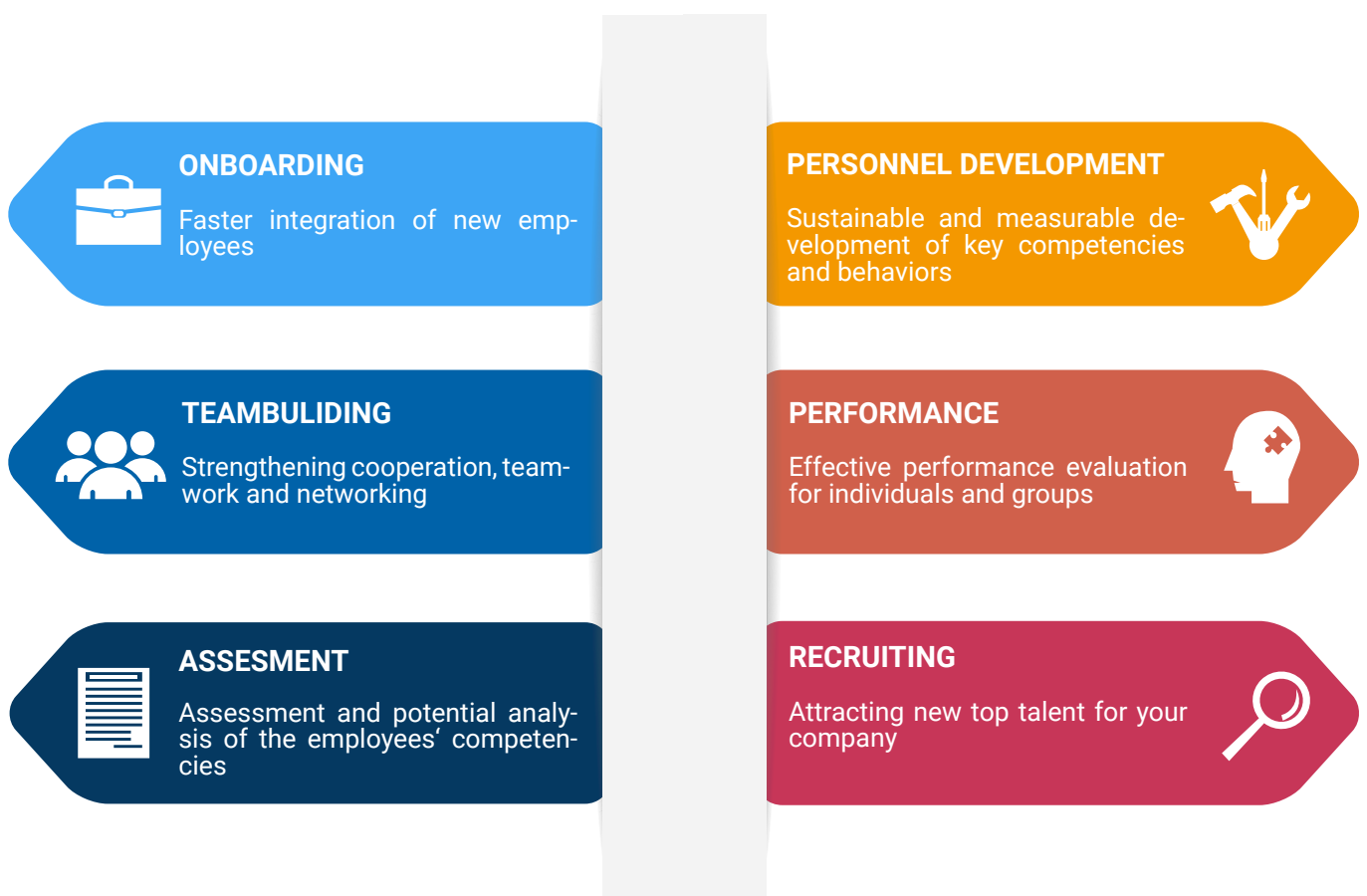


# Industry-Specific Seminars

We also have the right simulation or deployment concept for your learning objectives and budget. We organize, design and conduct standardized or individual business simulation seminars for you with our certified trainers. In doing so, we draw on over 40 years of experience in the pedagogical, didactic and content-related design and implementation of seminars.

Our seminar concepts are aimed at trainees, specialists and managers, among others, and are used in management conferences, board and strategy seminars and events.

Possible application areas for our solutions:



An increasingly popular approach to seminar design is business wargaming. With the help of simulations, „what-if“ scenarios are played out in several teams in order to evaluate entrepreneurial decisions in terms of their suitability for the future. Typical areas of application are the determination of pricing strategies, the entry into new markets, product launches or a changed competitive situation on the market.

# Industry-Specific Simulations

In addition to our standard product portfolio, we have also developed some industry-specific simulations in recent years. Among others, these are developed tailor-made for your company.

Here is an excerpt of industry-specific TOPSIM simulations:



**Finance & Banking**



**Healthcare**



**Retail**



**Insurance**



**Production**



**Sales**

With our TOPSIM business simulations, you have a wide range of customization options. These range from the integration of your logo (corporate branding) to changes in content, such as the inclusion of industry-specific trends in the plot or decisions, to the complete redevelopment of a simulation that reflects your industry and business model.

We will be happy to advise you which solution is best for you in an individual discussion.

**CONTACT**





**How do our  
participants rate  
TOPSIM business simulations?**

**97%**

understand complex  
interrelationships better

**94%**

would recommend business  
simulation seminars

**96%**

consider business simulations to  
be time well spent


**94%**

see the fun factor  
as a given



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