

# BUSINESS CHALLENGE ESSENTIALS

## Level 1: Essentials

In Business Challenge Essentials, participants take on the role of the management of an innovative backpack manufacturer.

They must make strategic and operational decisions in different areas of the company and learn about business interrelationships. In addition to interactive onboarding, the simulation features a virtual consultant who supports participants in analyzing company data.

Business Challenge Essentials is a single-player game that can be played in teams or individually. Participants' scores can be compared in an in-game leaderboard.



### TARGET GROUPS

- ▶ Business administration and other undergraduate students
- ▶ Pupils and trainees



### PROCEDURE

- ▶ Length: 4 to 6 hours
- ▶ Up to 4 periods with up to 18 decisions each



### CONCEPTS OF USE

- ▶ Face-to-face, blended, online
- ▶ PC, laptop & tablet of 720p
- ▶ Language: English/German
- ▶ Infinitely scalable number of participants



### TECHNICAL LEARNING OBJECTIVES

- ▶ Analyze decisions and correct errors
- ▶ Make operational decisions with the help of virtual consultants
- ▶ Learn and understand interrelationships within a company
- ▶ Select and implement strategies to achieve goals



### GENERAL LEARNING OBJECTIVES

- ▶ Try out different strategies and recognize wrong decisions through round-based learning
- ▶ Evaluate company data
- ▶ Consider general conditions in a dynamic competitive environment

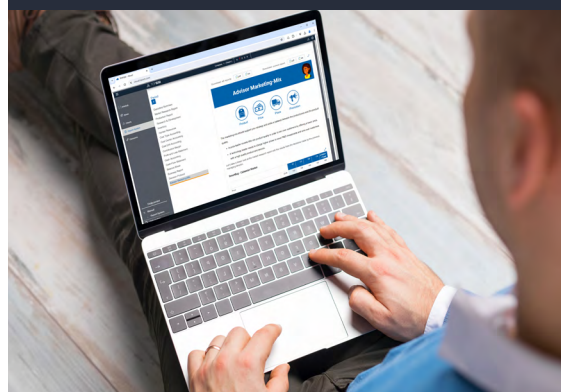
## CONTACT US

For questions and further information, please contact us by e-mail at [info@topsim.com](mailto:info@topsim.com)

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## LEARNING CONTENT

- ▶ Terms and key figures of business administration
- ▶ Entrepreneurial contexts
- ▶ Basics of marketing
- ▶ Personnel requirements planning
- ▶ Production capacity planning
- ▶ Dealing with consultant reports
- ▶ Accounting instruments and reports
- ▶ Annual financial statement (balance sheet, income statement)



## DECISION AREAS



Sales



Research & Development



Procurement



Production



Personnel



Finance & Accounting

## LEVEL OF COMPLEXITY

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.

### Level 1: Essentials

Recognize the impact of operational activities and decisions.

### Level 2: Advanced

Implement competitive strategies for various products and markets.

### Level 3: Mastering

Describe and resolve holistic long-term goal conflicts.

Building up on Level 1

Building up on Level 1 and 2

## WHY CHOOSE TOPSIM?

- ▶ Market leader in the field of online-based business simulations
- ▶ Active users include more than 300 universities and 150 companies
- ▶ Over 1,800 certified TOPSIM simulation instructors
- ▶ Convenient cross-device access to content in the TOPSIM-Cloud regardless of location or operating system

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