

SCALE UP

Level 2: Advanced

The management simulation Scale Up depicts the entrepreneurial challenges of strategic management.

Participants take over the management of a conventional scooter manufacturer. The company is switching to e-mobility with its product line and needs a sustainable business model. The challenge for the new management is to revise the previously successful business strategy while implementing the production and sale of electric scooters.

In this business simulation, participants learn how to deal with disruptions and volatility in the market, manage complex decision-making situations and scale a new business model.



TARGET GROUPS

- ▶ Master and advanced bachelor students in economics
- ▶ (Junior) managers
- ▶ Employees from all corporate areas
- ▶ Trainees



PROCEDURE

- ▶ Length: 10 to 24 hours
- ▶ Up to 6 periods with up to 40 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

- ▶ Train to deal with digitization, disruption, rapid growth, and the VUCA world in volatile markets
- ▶ Establish and scale new business models
- ▶ Master complex decision-making situations
- ▶ Analyze the profitability of projects



GENERAL LEARNING OBJECTIVES

- ▶ Make efficient decisions in a team under time pressure
- ▶ Evaluate business data
- ▶ Select and implement strategies to achieve goals
- ▶ Consider general conditions in a dynamic competitive environment

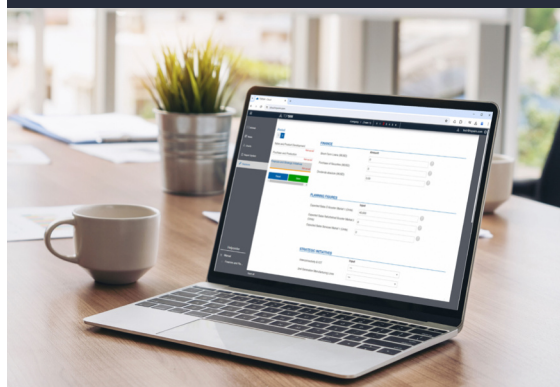
CONTACT US

For questions and further information, please contact us by e-mail at info@topsim.com

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LEARNING CONTENT

- ▶ Corporate entrepreneurship
- ▶ Product management
- ▶ Investment and production planning
- ▶ Personnel planning and qualification
- ▶ Business model innovation
- ▶ Strategic marketing (competitor analysis, marketing mix, corporate identity)
- ▶ Finance and accounting (cost accounting, break-even analysis, financial planning, balance sheet, income statement, cash flow statement and key figure systems)



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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