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COMPLEXITY



## TOPSIM® – PRODUCTION & SERVICES

The successful management of a company requires a good understanding of the in-firm connections and of interactions between the internal and external factors, which influence the company's performance. In TOPSIM – Production & Services, participants manage a company with a product-service system. As a result, they learn how to deal with conflict of objectives and interactions between the production and service business areas. Furthermore, participants learn to plan strategically in the long-term.

### ABOUT TOPSIM – PRODUCTION & SERVICES

- ▶ TOPSIM – Production & Services demonstrates the complex issues that a medium-sized production firm in the elevator sector faces. The company is active in the production (elevators) and in the service sector (maintenance contracts). Both areas are interdependent and influence each other. In addition to the domestic market, the company also operates in the foreign market. Participants act as 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: Executive Summary

		P.3	P.2	P.1	P.0
Share Price	EUR	0	0	229	196
Net Income / Net Loss	MEUR	-140.48	-107.90	9.55	7.17
Revenue Total	MEUR	120.00	135.00	224.75	220.00
<b>1. MARKET</b>					
Total Sales Elevators	Units	4,000	4,500	4,100	4,000
Revenue Total Elevators	MEUR	120.00	135.00	164.00	160.00
Total Sales Services	Units	338	218	40,500	40,000
Revenue Total Services	MEUR	0.00	0.00	60.75	60.00
<b>ELEVATORS - MARKET 1</b>					
Sales	Units	4,000	4,500	4,100	4,000
Planned Sales	Units	4,500	6,000	4,000	4,000
Revenue	MEUR	120.00	135.00	164.00	160.00
Market Share	%	20.11	18.63	20.00	20.00

### TOPICS COVERED

Fields: Business Administration, in particular Business Management

- ▶ Characteristics of the service and goods market
- ▶ Dependencies between different business areas in a company
- ▶ 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
- ▶ Holistic management: balance of economic, social and ecological sustainability
- ▶ 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 TOPSIM – PRODUCTION & SERVICES

- ▶ 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 economic, social and ecological sustainability factors
- ▶ Compare and select financing options and assess the risk of foreign currency loss
- ▶ Assess the challenges of the service and production markets and develop a holistic corporate strategy



## TARGET GROUPS

- ▶ Single-player: from the middle of bachelor's degree
- ▶ Multiplayer: end of bachelor's or master's degree
- ▶ Managers, managers in training
- ▶ Employees from all divisions of a company
- ▶ Trainees

## SIMULATION DETAILS

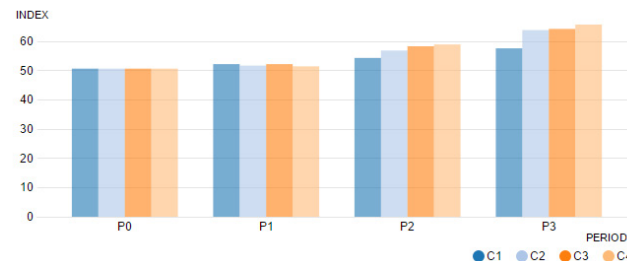
- ▶ Classroom, blended or distance learning possible
- 4 different options for seminar design:
- ▶ Option 1: 4-period single-player
  - ▶ Option 2: 4-period single-player + 4-period multiplayer (successive story)
  - ▶ Option 3: 6- or 8-period multiplayer
  - ▶ Option 4: 4-period single-player + 8-period multiplayer
  - ▶ Don't hesitate to get in touch, and we will be pleased to advise you on the best seminar design for your concept.

## HARDWARE/SOFTWARE

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 awareness



## 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?  
Simply contact us by e-mail or phone.

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