BUSINESS SIMULATION
PORTFOLIO OVERVIEW

TOPSIM®
LEARNING BUSINESS BY DOING BUSINESS
Management simulations are **model-based depictions** of companies or their specific departments.

During a business simulation, participants take on the **role of the management board of a company**.

They have to make decisions in teams while **under pressure**, while facing typical **conflicts of interest**, and while dealing with uncertainty in the process of decision-making.

Participants learn how to apply business methods and tools in a risk-free environment as well as how to deal with uncertainty **in the process of decision-making**.

Management simulations enable **sustainable learning** through the application of theoretical knowledge in realistic situations.
TOPSIM – PORTFOLIO

**COMPLEXITY LEVELS**

1: SIMPLE  
2: MEDIUM  
3: ADVANCED

These simulations will be available in the TOPSIM – Cloud soon and are currently played offline.

These simulations are already available in the TOPSIM – Cloud.

These simulations are also available in a single-player version.

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**TOPSIM – easyMANAGEMENT**

In this **strategic business simulation**, participants get to experience the business environment of a **outdoor tent or a backpack production company**. They act as managers, making business decisions in production, sales, human resources, administration and finance. The business simulation is easy to understand and provides a basic understanding of business management and the business environment. It is ideal for use at one-day events or in introductory classes at universities.

*Additional variations: a complexer scenario available*

**TOPSIM – GENERAL MANAGEMENT**

TOPSIM – General Management is an **advanced business simulation** that demonstrates the complex issues faced by a medium-sized production firm in the **printer and photocopier industry**. In the role of executive decision-makers, the participants learn to understand the context and interactions within the company as well as interdependencies between various internal and external factors. Additionally, they must create links between strategic thoughts and actions for a value-based management process as well as learn to assess the impact of their decisions.

**TOPSIM – MANUFACTURING MANAGEMENT**

In this business simulation, participants act as managers of a **medium-sized bicycle manufacturer**, aiming to improve growth in the business. Besides making operational decisions for purchasing, production, marketing and human resources, participants also have to demonstrate strategic management skills to optimize production and operations.

**TOPSIM – PRODUCTION & SERVICES**

The scenario of this business simulation is based on the proven concept of the TOPSIM – General Management version 15. 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.
TOPSIM – PORTFOLIO

TOPSIM – GENERAL MANAGEMENT

The strategic business simulation TOPSIM – Startup allows participants to experience the founding of a start-up that manufactures premium surfboards. The simulation covers the typical stages of a start-up starting from the idea to development of a business model to the creation of a business plan, financing and market entry. It teaches the fundamentals of business management and is designed to introduce the participants to the start-up process.

TOPSIM – GOING GLOBAL

In this business simulation the participants manage the globalization process of a washing machine manufacturer. Based on a market analysis, opportunities and risks posed by the new markets have to be identified and evaluated. Moreover, market barriers, forms of market entry and market development have to be considered when making expansion decisions. The participants are also faced with the task of preparing and implementing appropriate market development strategies.

TOPSIM – GENERAL MANAGEMENT

In this complex business simulation, TOPSIM – General Management, the key to success lies in the analysis and management of strategic cost structure for different markets and products. Due to the development of the existing product and introduction of a new one, the simulation addresses key issues in the area of investment and financing. The liquidity planning also gains importance due to the new credit rating in the current version.

TOPSIM – PEOPLE MANAGEMENT

Participants act as change consultants, advising the newly appointed managers of a company department regarding change management. The main objectives of the manager are to inform and motivate the employees as well as to guide them to a level of self-commitment which enables them to improve their performance and anchor the change sustainably. During the simulation, it is important to work with different personality profiles and team analyses using the approval-trust model. In addition, it is necessary to learn about personal requirements, resentments and relationships of the individual employees and to incorporate them in the decision making process.

TOPSIM – PROJECT MANAGEMENT

The project management business simulation demonstrates typical challenges and conflicting goals faced by a project manager in the construction of a roller coaster. Acting as the project managers, the participants are responsible for the planning, preparation and completion of the construction project. For this purpose, different project management tools are available such as a project structure plan, critical path analysis, and a Gantt chart.
TOPSIM – PORTFOLIO

TOPSIM – MARKETING
Participants in the TOPSIM - Marketing business simulation manage the marketing department of a manufacturing company and coordinate all operational processes from product management to product marketing. Considering the product life cycles and latest trends, they can develop and launch new products and drop, adapt or reposition existing ones. The aim is to improve the market position and profits of their company.

TOPSIM – LOGISTICS
In the advanced logistics simulation the participants act as members of the executive board of a manufacturing company in the printing industry. They make all operational and strategic decisions for the production of laser printers. The participants must focus in particular on supply chain management as well as special optimisation projects. This helps the participants to achieve improvements in inbound, outbound and in-house logistics and learn about the role these areas play in the supply chain as a whole.

TOPSIM – INSURANCE
Current challenges are realistically presented in this insurance simulation using the example of a typical insurance company (direct insurer). It covers marketing, sales, actuarial practice and managerial accounting in the insurance sector. It also includes modules on asset management and reinsurance. The participants act as the directors, taking the strategic and operational business decisions for up to four classes of insurance (liability, accident, legal expenses and fire insurance) and up to four customer segments (industrial clients, commercial enterprises, private individuals and freelance professionals).

TOPSIM – UNIVERSAL BANKING
This banking simulation focuses on volume and interest-related business, asset management, investment banking, marketing and human resource management. The participants act as the executive managers, making key strategic and operational decisions. Up to seven different customer groups can be included in the simulation and it makes capital and liquidity requirements transparent and comprehensible in practice according to Basel III. This effectively teaches participants how theory and practice relate.
WHY CHOOSE TOPSIM?

EXTENSIVE EXPERIENCE
TOPSIM GmbH is one of the leading companies worldwide in the field of management simulations. Since 1982, we have developed and implemented more than 150 business simulations and conducted over 2,000 seminars worldwide.

MODERN AND PRAGMATIC
We develop our business simulations in cooperation with our clients and assure continuous improvement by evaluating them regularly. In addition, our models are continuously updated in alignment with current economic and technological standards. Every year, we publish about 10 simulation updates with customisations, minor expansions and possible fixes.

THE TOPSIM – PORTFOLIO
Our product portfolio includes a broad range of topic- and industry-specific simulations. You will definitely find a business simulation to meet your needs.

INSTRUCTOR TRAININGS
Our customized TOPSIM – Train the Trainers programs onboard your selected trainers and facilitators to our platform and simulations. Every year, we organise about 30 seminar trainings which allow you to receive your instructor certification. Over 1,800 TOPSIM – instructors have already been trained.

SUPPORT
Certified TOPSIM – Trainers can receive support and help by phone and by e-mail at any time.

MULTILINGUALISM
With only a few exceptions, all of our business simulations are available in both German and English. Our simulations can be translated into other languages on request.

TOPSIM – COMMUNITY
At our events, such as the annual learning forum, or by joining our social media groups (XING, LinkedIn) you have the opportunity to learn more about our management simulations, chat with other users and benefit from best practice and networking with fellow TOPSIM users and trainers.

FLEXIBILITY AND SCALABILITY
The new online platform, the TOPSIM – Cloud, makes our management simulations available online and accessible anywhere, anytime and any device. This allows more flexibility in the delivery method: face to face (classroom), blended or fully virtual. Our learning solutions can be tailored to be used for one person to as much as 10,000 participants across the organization.

WHAT OTHER SOLUTIONS DO WE OFFER?
Besides our standard business simulations, we offer a wide range of customized solutions. Please request some of our client success stories and whitepapers to learn more about strategic and organizational development initiatives that have been successfully conducted with the use of business and management simulations as well as on our thought leadership around applied gamification methods and application.

More information is available on our website www.topsim.com
We will be happy to advise you personally! Call us at +49 7071 79 42 0 or send us an email (info@topsim.com).
KONTAKT
Haben unsere Planspiele Ihr Interesse geweckt? Oder Sie haben noch Fragen?
Bitte nehmen Sie Kontakt mit uns auf.
Wir freuen uns auf Ihre Email, Ihren Anruf oder Ihren Brief.

TATA Interactive Systems GmbH
Neckarhalde 55
72070 Tübingen
(t) +49 (0) 7071 7942 0
(f) +49 (0) 7071 7942 29
(e) info@topsim.com
(web) www.topsim.com

CONTACT
Are you interested in our simulation?
Simply contact us by e-mail or phone.

TOPSIM GmbH
Neckarhalde 55
72070 Tübingen
(t) +49 (0) 7071 7942 0
(f) +49 (0) 7071 7942 29
(e) info@topsim.com
(web) www.topsim.com

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