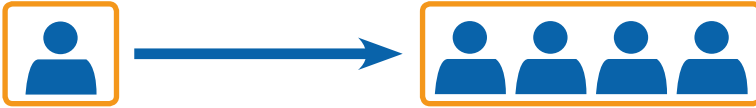




GUIDE FOR CHOOSING A BUSINESS SIMULATION

6 EASY STEPS TO PLAN YOUR TOPSIM – SEMINAR:

1 HOW MANY PEOPLE PARTICIPATE IN THE SEMINAR?



Business Simulations can be used for 1 to 10000 learners and more.

2 WHAT ARE THE LEARNING GOALS YOU WISH TO ACHIEVE?



Intro to Business Administration



Deepening knowledge



Refreshing knowledge

3 WHAT CONTENT DO YOU WANT TO COVER?



Business Administration

Strategic Management

Entrepreneurship

Banking Management

Insurance Business

Change Management

Project Management

Logistics

...

4 WHAT SKILLS YOU WANT TO DEVELOP?



Learning goals



Expertise



Soft skills

5 WHAT IS THE DESIRED FORMAT FOR YOUR LEARNING INITIATIVE?



Classroom Learning

OR



Blended Learning

OR



Distance Learning

6 HOW WILL THE SEMINAR BE DESIGNED?



Single-player

OR



Multiplayer

WHAT TOPICS DO OUR BUSINESS SIMULATIONS COVER?

GENERAL MANAGEMENT

TOPSIM – easyManagement
TOPSIM – General Management
TOPSIM – Manufacturing Management
TOPSIM – Production & Services
TOPSIM – Startup

STRATEGY

TOPSIM – Going Global

CONTROLLING, FINANCE & ACCOUNTING

TOPSIM – General Management

HUMAN RESOURCES

TOPSIM – People Management

PROJECT MANAGEMENT

TOPSIM – Project Management

SALES & MARKETING

TOPSIM – Marketing

SUPPLY CHAIN MANAGEMENT

TOPSIM – Logistics

INDUSTRY-SPECIFIC SIMULATIONS

TOPSIM – Insurance
TOPSIM – Universal Banking

WHAT LEARNING GOALS DO SIMULATIONS TACKLE?

Depending on the management simulation, different goals can be achieved. Details regarding different business simulations can be found in our short descriptions. The following presentation provides an overview of the goals of the TOPSIM – Business Simulations:

EXPERTISE



Participants analyze **business performance indicators** and **reports** and must extract the most relevant data.



They must achieve performance in a volatile and dynamic **competitive environment**.



Participants need to successfully **define and execute the strategy** in alignment with their performance goals.



This experience creates deep understanding of the impact of their **own and competitors' decisions** in a VUCA environment.

BUSINESS SIMULATIONS

SOFT SKILLS



Participants experience how to evolve from a group of individuals to a **high-performing team** and making effective team decisions.



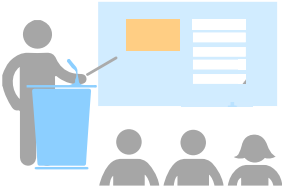
In the simulation setting, effective communication and emotional intelligence are key for **decision making**.



In addition, participants also develop a wide range of **analytical and problem solving skills**.

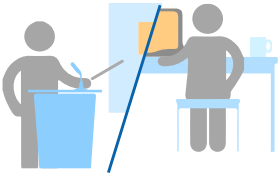
WHAT ARE THE IDEAL FORMATS?

CLASSROOM LEARNING



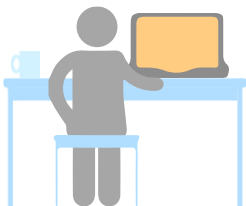
The **classroom concept** blends the decision phases with theoretical input and learning nuggets. The new information is immediately applied and thus sustainably retained. It allows for a wide range of gamification tools by integrating group tasks and other exercises in the seminar flow. Participants can thus link the knowledge to **a real experience and practical application**.

BLENDED LEARNING



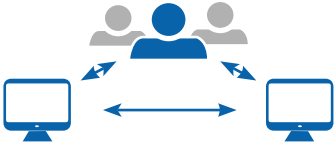
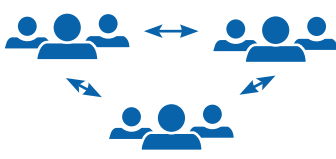



The highly flexible and dynamic **blended learning concept** will be a mix of online and face to face format. Time investment, timing, duration, learning outcomes and format can be adjusted to fit individual needs. Online tools, platforms and techniques will be fully leveraged to customize the learning journey. This creates a **continuity in learning** and high impact without interfering in the participant's day to day activities.

DISTANCE LEARNING



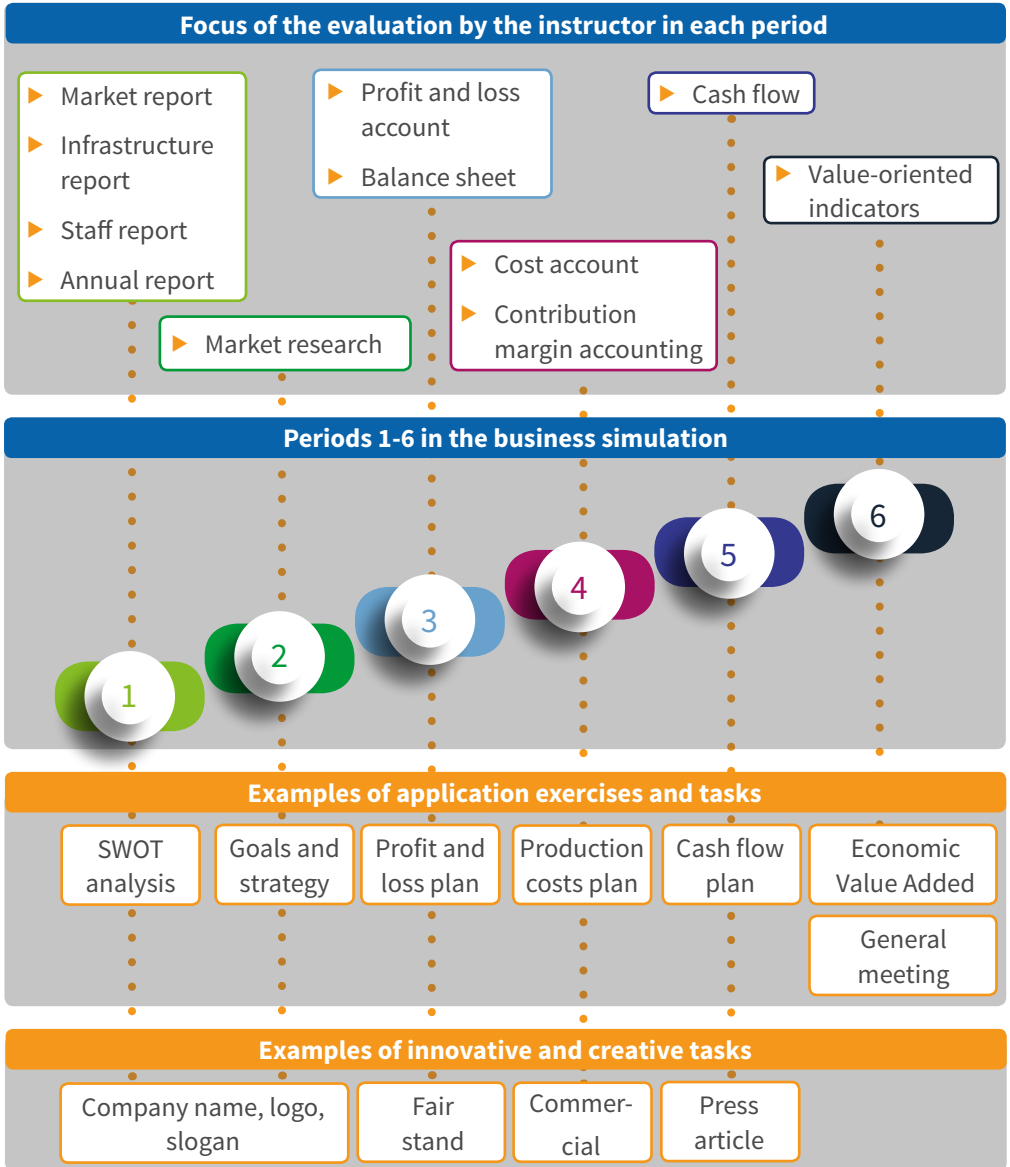
The concept of **distance (virtual) learning** is that there is **no classroom activity**. E-learning content and the business simulation are strongly intertwined and the simulation acts as the application tool by providing **interactivity** and “**playful**” learning. The strength of this concept lies in the **high flexibility of application** and the good scalability of the number of participants, which can take part in a business simulation from different locations and learn at their own pace.

WHAT OPTIONS DO YOU HAVE IN DESIGNING A SEMINAR?

 <p>SINGLE-PLAYER</p>	<p>VS.</p>	 <p>MULTIPLAYER</p>
<p>Alone or in the team against computer-controlled competitors</p>	 <p>COMPETITION</p>	<p>In the team against other teams</p>
<p>Self-determined learning speed</p>	 <p>TIME FRAME</p>	<p>Time frames set by the instructor</p>
<p>Blended and distance learning</p>	 <p>POSSIBLE FORMATS</p>	<p>Classroom, blended and/or distance learning</p>
<ul style="list-style-type: none"> ▶ Self-determined learning speed ▶ Repetition of the simulation possible ▶ Requires little supervision by the instructor ▶ Large number of participants possible ▶ Comparability of results 	<p>+</p> <p>ADVANTAGES</p>	<ul style="list-style-type: none"> ▶ Higher motivation due to competition ▶ Group dynamic ▶ Learning content can match different periods ▶ Targeted evaluation of the results by the instructor
<ul style="list-style-type: none"> ▶ High self-motivation of the participants required ▶ Leaderboard and set timing needed 	<p>-</p> <p>DISADVANTAGES</p>	<ul style="list-style-type: none"> ▶ Intensive preparation and supervision by the instructor required ▶ Facilities needed

WHAT IS THE STRUCTURE OF A SIMULATION SEMINAR?

EXEMPLARY CONCEPT OF A SEMINAR USING TOPSIM – GENERAL MANAGEMENT





CONTACT

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