



WHAT ARE BUSINESS SIMULATIONS?

HOW DO BUSINESS SIMULATIONS WORK?



Management simulations are **model-based depictions** of industries, industry segments, companies or specific departments/verticals.



In a business simulation, participants take on the role of the **management board** of a company (as individuals or as teams).



They have to make decisions and face typical business, management and strategy issues under **time pressure**.



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.



HOW DO BUSINESS SIMULATIONS WORK?

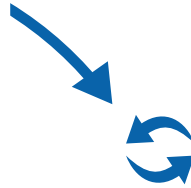
Introduction to the business simulation



The participants act as company management



Analyzing business reports and data and extracting the most relevant information



Drafting a strategy by taking into account the environmental factors and anticipating moves of the competition



Decision-making (strategy execution) in teams



The simulation calculates the results of the round



Debrief of the results guided by the instructor



WHAT LEARNING GOALS DO SIMULATIONS TACKLE?

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 TYPES OF BUSINESS SIMULATIONS EXIST?



Board Business Simulations

show a highly **simplified depiction** of a business activity. Economic flows are simulated by means of **pieces on a game board**.



Hybrid Business Simulations

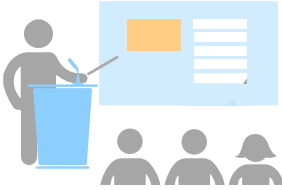
Computer-based Business Simulations

can represent highly **complex business structures**. The reactions of the market are **calculated by the computer**. The simulations can also be **web-based**.



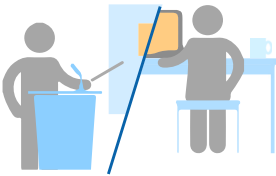
WHAT ARE THE POSSIBLE APPLICATIONS?

CLASSROOM LEARNING



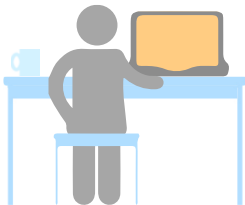
The **classroom concept** blends the decision phases with theoretical input and learning nuggets. The new information is immediately applied and thus sustainably retained. It allows for a wide range of gamification tools by integrating group tasks and other exercises in the seminar flow. Participants 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 MAKES TOPSIM – BUSINESS SIMULATIONS SPECIAL?



EXTENSIVE EXPERIENCE

TOPSIM GmbH is one of the **leading companies worldwide in the field of management simulations**. Since 1982, we have developed business simulations and conducted over 2,000 seminars worldwide.



MODERN AND PRAGMATIC

We develop our business simulations in cooperation with our users and make further advancements by evaluating them during management seminars in the field. In addition, our models are **continuously updated to meet the current economic and technological standards**.



THE TOPSIM – PORTFOLIO

With our off-the-shelf portfolio of over 20 management simulations, we offer a wide range of **varying themes**, industries and difficulty levels.



INSTRUCTOR TRAININGS

Our **TOPSIM – Train the Trainer** offering makes you a full partner of our success. Come and join our facilitator network of over 1,800 TOPSIM – Trainers across the globe.



SUPPORT

Certified TOPSIM – instructors can receive support by phone and by e-mail at **any time** to obtain **quick and competent help**.



MULTILINGUALISM

The majority of our business simulations are available in both **German and English**. More languages can be added upon demand.



TOPSIM – COMMUNITY

At our events, such as the annual TOPSIM – Learning Forum, you have the opportunity to learn more about our management simulations, chat with other users and **benefit from other experienced instructors**.



FLEXIBILITY AND SCALABILITY

The new online platform, the TOPSIM – Cloud, makes our management simulations **available online** – no matter when, where or on which device. This results in **multiple user-applications**, including class lectures, online courses, or blended learning concepts.



CONTACT

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

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