

INTERNATIONAL WEEK WITH TOPSIM – UNIVERSAL BANKING



The University College Leuven-Limburg (UCLL) uses the business simulation TOPSIM – Universal Banking each year in its International Week. How can participants with totally different backgrounds be brought together and profit from each other?



CLIENT CHALLENGE

- ▶ The UCLL is one of the major universities of applied sciences in Flanders with over 14,000 students and 9 campuses.
- ▶ As part of the international week the UCLL wants to offer students the possibility of a different way of learning and a great experience in a foreign country at the same time.
- ▶ Therefore the seminar concept has to be adjusted to different languages, cultures, understandings and experience levels of the international students.
- ▶ Through a diversified seminar concept, the different target groups and special needs are all addressed with one of our TOPSIM – Simulations.



VALUE FOR THE CLIENT

- ▶ In the advanced, modular, wide-ranging management simulation TOPSIM – Universal Banking the students learn to:
 - Understand the overall business situation in a bank
 - Interpret market situations and market results using managerial accounting tools
 - Use strategic analyses and select competitive strategies for a range of products, markets and target groups
 - Understand and assess bank-specific indicators
 - Compare and select financing options in the light of regulatory requirements
- ▶ This competitive banking simulation game effectively teaches the international students how theory and practice relate because they act as the executive managers, taking key strategic and operational decisions.



OUR SOLUTION

- ▶ The UCLL uses the competitive banking simulation game TOPSIM – Universal Banking during the course „Management with a focus on Finance and Insurance“.
- ▶ In one week, students get a realistic insight in Banking Management paired with exciting talks from guest lectures for topics like finance or insurance.
- ▶ The special thing about this concept is the international orientation and the focus not only on theories or the business simulation.
- ▶ In the international teams the participants can profit from the different experience levels and backgrounds of their team members while playing 4 rounds of the simulation TOPSIM – Universal Banking.
- ▶ In addition to the simulation, they get the chance to train their soft skills and communication while doing sports or getting to know Leuven together.



FORMAT

- ▶ TOPSIM – Universal Banking
- ▶ Blocked seminar concept
 - 5 days in the International Week of UCLL
 - 4 rounds in the business simulation + presentation
 - International instructor + guest lecturers