

# BUSINESS MANAGEMENT

## Level 2: Advanced

In the Business Management simulation, participants contribute to the growth of their company by making operational decisions in the areas of procurement, production, marketing, and human resources.

In managing a bicycle manufacturer, they are confronted with environmental influences such as rising raw material prices and labor costs as well as increasing competition from low-wage countries. The participants must determine the optimal product-market combination for their production facility.

The business game builds on the fundamentals of business management and participants experience first-hand the challenges of a medium-sized company in international competition.



### TARGET GROUPS

- ▶ Advanced students in business administration
- ▶ Education and training of employees



### PROCEDURE

- ▶ Length: 16 to 24 hours
- ▶ Up to 6 periods with up to 38 decisions each



### CONCEPTS OF USE

- ▶ Face-to-face, blended, online
- ▶ PC, laptop & tablet of 720p
- ▶ Language: English/German
- ▶ Infinitely scalable number of participants



### TECHNICAL LEARNING OBJECTIVES

- ▶ Get to know the corporate management of a medium-sized company
- ▶ Make decisions about investments along the product life cycle
- ▶ Analyze procurement conditions for input materials
- ▶ Manage sustainability in all its dimensions



### GENERAL LEARNING OBJECTIVES

- ▶ Make efficient decisions in a team under time pressure
- ▶ Evaluate business data
- ▶ Select and implement strategies to achieve goals
- ▶ Consider general conditions in a dynamic competitive environment

### CONTACT US

For questions and further information, please contact us by e-mail at [info@topsim.com](mailto:info@topsim.com)

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## LEARNING CONTENT

- ▶ Fundamentals of strategic business management
- ▶ Marketing and product distribution
- ▶ Production planning
- ▶ Personnel planning
- ▶ Terms and methods of corporate finance
- ▶ Supply chain management
- ▶ Internal accounting (cost type, cost center and cost unit accounting, contribution margin accounting)
- ▶ External accounting (annual financial statements, taxes)



## DECISION AREAS



Sales



Research & Development



Procurement



Production



Personnel



Finance & Accounting

## LEVEL OF COMPLEXITY

Business simulations with a higher complexity level are more demanding from the start than business simulations with a lower complexity level. In a level 3 simulation, for example, extensive business knowledge is already assumed in the first lesson.

### Level 1: Essentials

Recognize the impact of operational activities and decisions.

### Level 2: Advanced

Implement competitive strategies for various products and markets.

### Level 3: Mastering

Describe and resolve holistic long-term goal conflicts.

Building up on Level 1

Building up on Level 1 and 2

## WHY CHOOSE TOPSIM?

- ▶ Market leader in the field of online-based business simulations
- ▶ Active users include more than 300 universities and 150 companies
- ▶ Over 1,800 certified TOPSIM simulation instructors
- ▶ Convenient cross-device access to content in the TOPSIM-Cloud regardless of location or operating system

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