

MANAGEMENT ESSENTIALS

Level 1: Essentials

In the beginner-friendly business simulation Management Essentials, participants take on the management of a production plant for innovative on-ear headphones. They actively experience the fundamentals of different business areas and the impact of their decisions on the business results.

Participants practice making decisions as a team, as well as evaluating market reports, and gain insight into the value chain. They must compete directly against the other teams.

The complexity and the number of decision-making options increase continuously over the course of the simulation, so that Management Essentials offers newcomers to business administration a target-group-oriented introduction to the world of business. This business simulation is also available as a single-player version.



TARGET GROUPS

- ▶ Bachelor students in the early semesters of a business degree
- ▶ Students of other, non-business subjects
- ▶ Vocational trainees in their 2nd and 3rd year of training
- ▶ Trainees



PROCEDURE

- ▶ Length: 10 to 16 hours
- ▶ Up to 6 periods with up to 19 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

- ▶ Create and design the marketing mix of the product
- ▶ Plan manufacturing capacity and make investment decisions
- ▶ Recognize the impact of operating activities on liquidity and net worth
- ▶ Understand the structure and objectives of the accounting system



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

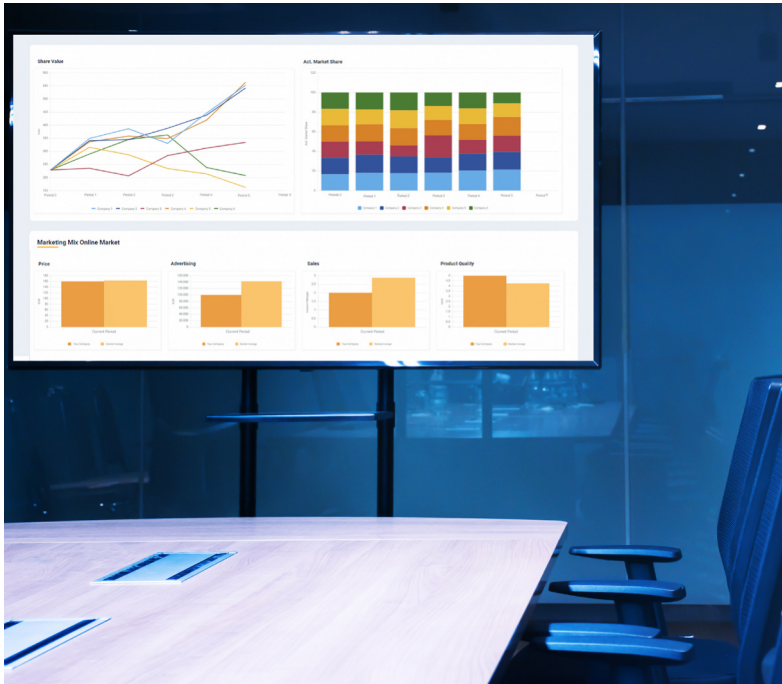
CONTACT US

For questions and further information, please contact us by e-mail at info@topsim.com

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LEARNING CONTENT

- ▶ Terms and key figures of business administration
- ▶ Basics of marketing
- ▶ Personnel requirements planning in the areas of sales and production
- ▶ Cost accounting instruments and reports
- ▶ Financial statement (balance sheet, P&L statement)
- ▶ Competitor analysis
- ▶ Liquidity planning
- ▶ Selection and implementation of competitive strategies



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