

# MASTERING BUSINESS OPERATIONS

## Level 3: Mastering

Mastering Business Operations is a challenging and online-based business simulation in which participants are confronted with a high level of decision complexity and extensive management challenges from the very beginning.

As managing directors, they make strategic and operational decisions for several fiscal years. The simulation trains the understanding of inner-company interactions of the various internal and external factors influencing the company.

The simulation presents a realistic model of an industrial company and enables the participants to gain practical experience without risk, thus achieving a lasting learning effect.



### TARGET GROUPS

- ▶ Master and advanced bachelor students
- ▶ Further education and training for (junior) managers
- ▶ Trainees and specialists from all corporate areas



### PROCEDURE

- ▶ Length: 24 to 40 hours
- ▶ Up to 8 periods with up to 54 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

- ▶ Set and implement goals and strategies in a dynamic competitive environment
- ▶ Learn to deal with complex decision-making situations under uncertainty
- ▶ Practice problem structuring and problem solving skills
- ▶ Manage high levels of complexity and evaluate and process vast amounts of information



### 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

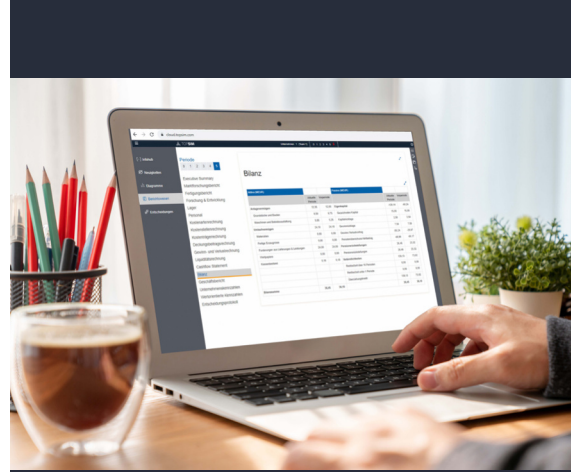
### CONTACT US

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

- ▶ Value-based corporate management
- ▶ Strategic marketing (competitor analysis, marketing mix, corporate identity)
- ▶ Supplier and procurement management
- ▶ Accurate production planning
- ▶ Cost and performance accounting (e.g. product costing)
- ▶ Complex financial planning
- ▶ Product development and diversification
- ▶ Investment calculation



## 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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