

MASTERING GENERAL MANAGEMENT

Level 3: Mastering

The competitive business game Mastering General Management is a challenging management simulation that depicts the complex interrelationships of a manufacturing company.

In the role of the management, participants learn to make strategic and operative decisions in different corporate areas. In addition, they develop an understanding of internal interactions of the various internal and external influencing factors.

Over the course of the simulation, participants learn how to deal with large amounts of information in a structured manner and how to assess the consequences of their decisions.



TARGET GROUPS

- ▶ Master and advanced bachelor students
- ▶ (Junior) managers
- ▶ Employees from all corporate areas
- ▶ Trainees



PROCEDURE

- ▶ Length: 16 to 32 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

- ▶ Apply strategic analyses (environmental and business analyses)
- ▶ Select competitive strategies for different products, markets and target groups
- ▶ Analyze and interpret results with the help of controlling tools
- ▶ Compare and select debt and equity financing options



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

- ▶ Business field development and corporate management
- ▶ Strategic marketing (competitor analysis, marketing mix, corporate identity)
- ▶ Personnel planning and qualification, productivity
- ▶ Production and procurement management
- ▶ Finance and accounting (cost accounting, break-even analysis, financial planning, annual financial statements)
- ▶ Ecological production, rationalization
- ▶ Disruption in production
- ▶ Liquidity planning



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.

<p>Level 1: Essentials Recognize the impact of operational activities and decisions.</p>	<p>Level 2: Advanced Implement competitive strategies for various products and markets.</p>	<p>Level 3: Mastering Describe and resolve holistic long-term goal conflicts.</p>
<p>Building up on Level 1</p>		<p>Building up on Level 1 and 2</p>

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