

MASTERING GLOBAL EXPANSION

Level 3: Mastering

The focus of our management simulation Mastering Global Expansion is on internationalization and dealing with the challenges of global markets and different target groups.

As the management of a manufacturing company, teams are assigned to one of five international regions. They identify and evaluate the strengths and weaknesses of their company as well as the opportunities and risks of new markets. Market entry decisions must be made, and market barriers must be overcome.

In order to be successful as a global player, participants must create and implement an appropriate market development strategy.



TARGET GROUPS

- ▶ Master and advanced bachelor students in economics and industrial engineering
- ▶ Education and training of (junior) managers from business and administration



PROCEDURE

- ▶ Length: 16 to 32 hours
- ▶ Up to 8 periods with up to 93 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

- ▶ Understand and actively shape global competitive structures
- ▶ Evaluate opportunities and risks of global markets
- ▶ Implement corporate goals through long-term strategies
- ▶ Make first mover and late mover decisions



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

- ▶ Corporate mission (vision, mission, goal setting)
- ▶ Strategic marketing (competitor analysis, marketing mix, product life cycles, corporate identity)
- ▶ Expansion decisions (market barriers, forms of market entry & market development)
- ▶ Procurement management (make-or-buy decisions, global sourcing, supply priorities)
- ▶ Capacity utilization planning
- ▶ Investment planning
- ▶ Finance and accounting
- ▶ Product management on a global level



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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