



cesim
GlobalChallenge

Strategy and International Business Simulation

Cesim Global Challenge improves the learners' understanding of the global business operations of a firm in a dynamic, competitive environment.



FOCUS

Strategic management, international business, business policy.



USED IN

Strategy, international business, and capstone courses at advanced undergraduate and graduate levels. Executive MBA programs and in-house corporate trainings.



PARTICIPANT TASKS

The task for the teams is to manage a global technology company through technological and market evolution. Learners will develop and execute strategies for their simulated company operating in three global markets.



KEY LEARNING AREAS

Technology-based product road maps and global market and production strategies. A range of concepts from various management-related disciplines:

economic, political, financial, human resources, accounting, procurement, production, logistics, research and innovation, and marketing.



KEY SUCCESS FACTORS

Success is measured and compared by both operational and financial key indicators. The ultimate indicator in the simulation is the return to the shareholders, which consolidates all the key success factors into one measurable criterion that can be used to compare the performance of each team.



EXPECTED OUTCOME

Better understanding of the complexity of global business operations in a dynamic competitive environment. Comprehension of each of the management-related disciplines and the financial implications of the strategic and operational decisions. Invaluable experiences in

teamwork and problem solving.



ADAPTABILITY

The simulation offers powerful user-level customizability and modularity options that allow it to be adjusted for different target groups and experience levels. In addition, the system permits the instructors to create and modify their own cases with personalized market outlooks and storyline.



AVAILABLE LANGUAGES

English, French, Hungarian, Italian, Lithuanian, Portuguese, Romanian, Russian, Turkish, Mandarin Chinese, and Spanish



The Most Intuitive Business Simulations

All Cesim Business Simulations are built on an easy to use, scalable and highly automated online platform that allows instructors to run their courses on a web browser from anywhere, anytime.

Business, Strategy and Management Simulations

When you would like to increase participant engagement and hands-on business learning in your course.



Cesim Global Challenge has been designed to improve the understanding and knowledge of the complexity of global business operations in a dynamic, competitive environment.



Cesim SimFirm is a product based business simulation that integrates the functional areas of production, marketing and logistics.



Cesim OnService is a service based business simulation that integrates the functional areas of HR management, capacity management, pricing and marketing.



Cesim SimBrand develops the understanding and command of the whole marketing decision-making process.



Cesim Project has been designed to capture the essence of project management in a collaborative and competitive environment.

Industry Specific Simulations

When your course or training requires the setting of a particular industry.



Cesim Hospitality is an interactive and fun learning environment that improves the participants' business competencies and employability.



Cesim Bank facilitates the understanding of the front and back office operations of a bank, and their interaction in a competitive environment.



Cesim SimPower is a browser-based power utility management simulation that combines the dynamics of power markets, production, and risk management.



Cesim Connect is a telecom operator simulation where teams manage mobile, broadband and entertainment services for residential customers and communications and IT services for corporate customers.

Custom Business Simulations

When you need a simulation tailored specifically to the needs of your course or training.

Examples: Retail, Steel, Packaging, Real Estate Management, Public Broadcasting, and Contract Manufacturing.