

# *Business simulations*

THAT CLICK WITH YOUR STUDENTS



## → *Learning by doing*

Cesim business simulations empower students to run their own virtual businesses. Our simulations are rich and intriguing, providing a good picture of the challenges and tasks the students will face in a global business environment. Just like real life, student teams compete against other teams for market share. The right decisions lead to success and wrong decisions lead to invaluable problem solving experiences. Whatever the case may be with the business outcome, the learning process is guaranteed to be efficient and fun.

### *Hassle-free* and cost-effective

Cesim business simulations are completely web-based, so there is no need for downloads, setups, or separate applications. Only a computer with an Internet connection is required! Due to ease of use and scalability, Cesim simulations have become the preferred choice by teachers around the world. Our “Pay As You Go” license structure means - you only pay for what you use.

### *Flexible* simulations

Cesim offers three types of simulations to educational institutions: **Cesim Global Challenge®** is designed for international business and strategy courses; **SimBrand** is a perfect fit for marketing management; **Services Management** simulation provides students with the opportunity to learn about the services sector. Simulations can be conducted in a few days or over an entire semester. The number of simulation rounds, schedules, and team structures can be adjusted even after the course has started.

## *About Cesim*

Cesim provides corporations, universities and other educational institutions easy-to-use and cost-effective business simulations that can be integrated in various business courses. Headquartered in Finland since 1996, we operate globally through our own offices and partner network.

### *A teacher's dream*

Cesim business simulations make life easier for the teacher in many ways. Simulations come with a learning management system allowing the instructor to create courses with just a few clicks, as well as supervise the course and monitor students' performance through an easy-to-use WWW interface. Because no programs need to be installed, there is no need for a dedicated computer class! There is no requirement to have students in one place, making Cesim the perfect solution for distance education courses. Moreover, should problems arise, expert technical support is here to help you.





**cesim**  
PRACTICE MAKES PROFIT

For more information  
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