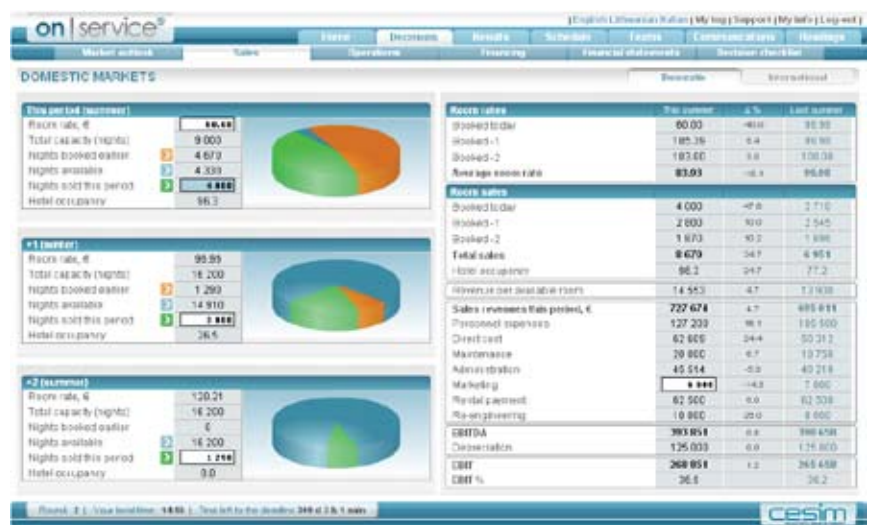


Cesim OnService, services management simulation for educational institutions.

Cesim OnService simulation is designed to give students the opportunity to practice with the key success factors that are relevant to any service business in small and medium size enterprise (SME) environment. Teams' goal is to manage the overall operating, market, and financial performance of a service business in competitive markets with seasonal variations in demand and economic conditions.

Human resources management, capacity management, investments, service quality, pricing, and marketing are the key decision-making areas in the simulation. Teams will also be faced with strategic decisions, such as expanding their operations to a new market area. As an outcome of the simulation exercise the students will develop a good sense of how the different parts of the business interact and what are the financial implications of the various operational and marketing decisions. In addition, students will gain invaluable experiences in team-work and problem solving.



OnService simulation business case is built around a small family hotel, with about 1mEUR in annual sales in the start. Each simulation market consists of 3-12 teams, with 2-5 members in each. The number of parallel simulation markets is not limited, making it possible to utilize the simulation for any number of students in the class.

Teams' success is measured by both operational and financial key indicators, including occupancy rates, average room rates, profit per room, customer satisfaction, market shares, employee satisfaction, profit per employee, net profit, return on capital, and earnings per share. 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 between the teams.

Like any other Cesim simulation, OnService is completely web-based, so there is no need for downloads, setups, or separate applications. The simulation is provided 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.