



## Strategy and international business simulation

**Cesim Global Challenge®** has been designed to develop the students' understanding of the complexity of global business operations in a dynamic competitive environment. It integrates a range of concepts from various management-related disciplines, including economic, political, financial, accounting, procurement, production, logistics, research and innovation, and marketing. By analyzing and managing the different disciplines students will further comprehend each of the disciplines individually and also collectively through their relationship with each other.

The task for the student teams is to manage a global mobile telecommunications company through technological evolution in the fast-paced 21st century operating environment. Students will develop and execute strategies for their simulated company operating in the USA, Asia, and Europe.

Teams' success is measured and compared by both operational and financial key indicators, including market share, net profit, return on capital, return on equity, earnings per share, capacity utilization rate, production scrap rate, to name but a few. 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.

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 the financial implications of the various strategic and operational decisions are. In addition, students will gain invaluable experiences in team-work and problem solving. 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.

**Cesim Global Challenge®** has been used by more than 20000 students from various cultures and backgrounds. Currently it is available in *English, Mandarin Chinese, and Spanish*. The simulation is completely on-line, so there is no need for downloads, setups, or separate applications. In addition, it 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.