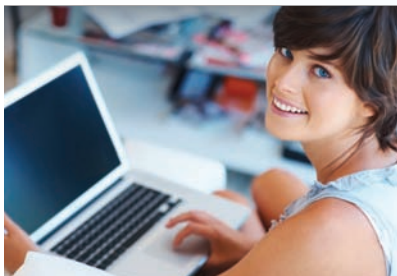




## Business simulation games

That CLICK with your students





## International business and strategy simulation game

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



**Focus:** Strategic management, international business, business policy.

**Used in:** Strategy and international business courses at graduate and advanced undergraduate levels, executive MBA programs and capstone courses.

**Student tasks:** The task for the student teams is to manage a global mobile telecommunications company through technological and market evolution. Students will develop and execute strategies for their simulated company operating in the USA, Asia, and Europe.

**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, including market share, net profit, return on capital, return on equity, earnings per share, capacity utilization rate and production scrap rate. 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 both individually and collectively. Good sense of the interaction between the different parts of the business and the financial implications of the various strategic and operational decisions. Invaluable experiences in teamwork and problem solving.

**Available languages:** English, French, Hungarian, Italian, Lithuanian, Portuguese, Romanian, Russian, Turkish, Mandarin Chinese, and Spanish



## Small service business management simulation game

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.



**Focus:** Small business and entrepreneurship courses at various levels, SME management, entrepreneurship, services management.

**Used in:** Entrepreneurship courses at various levels, undergraduate courses focused on business planning and decision making.

**Features:** The Cesim OnService® simulation business case is based on a small family hotel with annual sales of around one million Euros at the beginning of the game.

**Student tasks:** The goal of the teams 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. They will also be faced with strategic decisions, such as expanding their operations to a new market area.

**Key learning areas:** Management of the overall operating, market, and financial performance, with human resources management, capacity management, investments, service quality, pricing, and marketing as the key decision making areas.

**Key success factors:** 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 shareholders, which consolidates all the key success factors into one measurable criterion that can be used to compare the performance between teams.

**Expected outcome:** To help the participants to develop a holistic view of business operations including market-ing, sales, human resources, capacity management, investments, and service quality. To develop the understanding and command of business fundamentals, market-driven decision making practices and financial implications of the various operational and marketing decisions. In addition, students will gain invaluable experience in teamwork and problem solving.

**Available languages:** English, Serbian, Finnish, French, Italian, Portuguese, Romanian, Mandarin Chinese, and Spanish





## Marketing management simulation game

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



**Used in:** Marketing courses at any level.

**Features:** The market consists of eight customer segments in two market areas. To encourage and enable unique strategy creation and execution, students start their Cesim SimBrand® companies fresh without any operations history.

Participants are provided with a decision making tool that helps them to try and practice with different scenarios as well as analyze the outcomes of their decisions and projections. In addition, the simulation generates a range of reports that will help the teams to analyze and benchmark their own performance against their competitors.

**Student tasks:** A significant part of the decision making challenge is to unify product dimensions with customer segmentation. Product dimensions include capabilities, functionality, and design.

**Key learning areas:** The simulation covers marketing topics including segmentation, positioning, distribution channel investments, advertising budget allocation, after sales services, pricing, sales forecasting, marketing research, competitor analysis, research and development, and profitability.

**Key success factors:** The essence of the Cesim SimBrand® simulation is to mirror a fast developing smart-phone market that is driven by short product life cycles and innovation; where constant attention to product development, good timing and successful positioning are the keys to success.

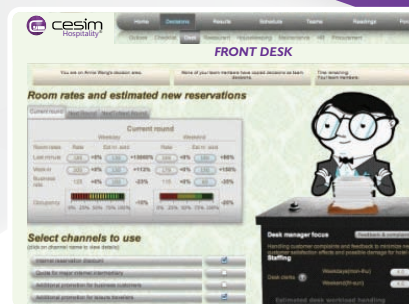
**Expected outcome:** As an outcome of the simulation exercise, students will fully comprehend the different parts of the marketing decision making process, their relationship with each other, and their impact on the company's overall results. In addition, students will gain invaluable experience in teamwork and problem solving.

**Available languages:** English, French, Italian, Lithuanian, Portuguese, Romanian, Russian, Mandarin Chinese, and Spanish



## Hotel and restaurant management simulation

Cesim Hospitality® is an interactive hospitality simulation game which focuses on running a hotel and a hotel restaurant.



**Focus:** Hotel and restaurant management.

**Used in:** Business and management courses at undergraduate and graduate levels in hospitality and tourism programs.

**Features:** The participants run their hotel and restaurant operations in competition with other teams. They can try and practice with different scenarios as well as analyze the outcomes of their decisions and projections. For each round, the simulation generates a range of detailed reports that help the teams to analyze and benchmark their performance against their competitors. Financial results are reported according to the Uniform System of Accounts for Restaurants and for the Lodging Industry.

**Key learning areas:** Hotel management related functions; revenue management, sales promotion, menu engineering, housekeeping, staff management and procurement. Big picture understanding of the linkages between different functions and their impact on the bottom line.

**Expected outcome:** The simulation develops the participants' capabilities in identifying, analyzing, and acting on the key operational & environmental variables that influence hotel and restaurant operations. Furthermore, the simulation enhances fact-based analytical decision making and illuminates the financial implications of operational decisions by linking the decisions to cash flows and bottom line performance. Finally, this dynamic, evolving hospitality business simulation excites competitive spirits among participants and allows them to gain practical experience in teamwork and problem solving.

**Available languages:** English, Portuguese

More than 100 000 people of various cultures and backgrounds from around the world have used Cesim business simulation games to increase their teamwork and knowledge retention skills. Join other leading higher education institutions in combining theory with practice, and transform your courses into engaging team exercises.

Cesim provides corporations, universities, and other educational institutions easy-to-use and cost-effective business simulation games that can be integrated in various business courses. Headquartered in Helsinki, Finland since 1996, Cesim operates globally through its own offices and partner network.



CLICK <http://www.cesim.com>  
Email: [contact@cesim.com](mailto:contact@cesim.com)

Phone: +358 9 406 660

Find us on Facebook:  
<http://www.facebook.com/cesimfinland>

Address: Arkadiankatu 21A, 00100 Helsinki, Finland

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