



Strategy & International Business Simulation

Cesim Global Challenge improves the learners' understanding and capabilities of running 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.



CASE SCENARIO

Participants manage a global technology company through technological and market evolution. They operate in three global regions with different customer preferences, growth rates, currencies, taxes, and tariffs. Four different technology generations evolve during the simulation rounds.



PARTICIPANT TASKS

Learners plan and implement global demand-supply strategy for three markets and two production areas, including in-house and contract manufacturing network. Research and development for new technologies and product features forms the backbone for their long-term strategy and product life-cycle management. They will manage international taxation through transfer pricing and control liquidity and capital structure.

Optionally, they can also manage corporate social responsibility and human resources for research and development.



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

Cesim Global Challenge international business strategy game 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, Mandarin Chinese, Portuguese, Romanian, Russian, Spanish, Turkish.



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 any 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**

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 **SERVICE**

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



cesim **PROJECT**

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



cesim **FIRM**

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



cesim **MARKETING**

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

Industry Specific Simulations

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



cesim **HOSPITALITY**

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



cesim **BANK**

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



cesim **POWER**

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



cesim **CONNECT**

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.



cesim **RETAIL**

Cesim Retail includes strategic and tactical pricing decisions, promotion campaigns, procurement and inventory management, store layout, operating hours, staffing, and cash flow management. Participants are in charge of one store or a franchise with multiple stores in a seasonal environment.



cesim **REFINING**

Cesim Refining combines the dynamics of product sales, production, and risk management of an oil refining operation. It also includes strategic decisions regarding investments.

Custom Business Simulations

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

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