cesim Connect

Telecom Operator Management Simulation

Cesim Connect is a telecom simulation game where teams manage mobile, broadband and entertainment services for residential customers and communications and IT services for corporate customers. It also includes decisions regarding network infrastructure development and finance.

FOCUS
Telecom industry, business skills for telecom, strategic management, finance.

USED IN
In-house programs, integrative courses for telecommunications related programs in business and engineering schools, and executive programs.

CASE SCENARIO
Teams manage a telecom operator that provides telecom and entertainment services for residential customers and telecom and IT services for corporate customers. The telecom company is currently placed in a situation where the expansion of the 4G network is a key decision. In addition, teams need to carry forward the company's recent entry to the entertainment services.

PARTICIPANT TASKS
Pricing, promotion, channel management, entertainment service strategy, human resources, network infrastructure development, and finance are among the decision areas that participants must consider. In addition, teams will make decisions about various different events that influence the success of their companies for the whole duration of the telecom simulation.

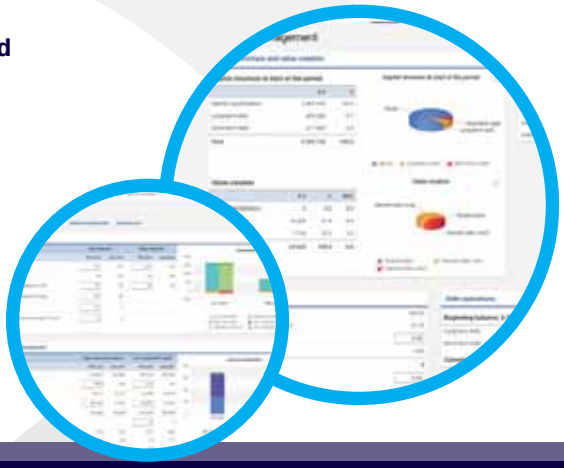
KEY LEARNING AREAS
Cesim Connect the telecom business simulation game helps participants to comprehend relationships between different telecom operator functions and develops their telecom-related business acumen. The telecom simulator improves participants' decision-making skills familiarizing them with the whole decision-making environment for a telecommunications operator, including mobile, fixed broadband, entertainment, IT services, channel management, network infrastructure development, and finance.

During the rounds, participants must plan how they prepare for shifting consumer preferences and new network technologies. They experience how variations in competitive intensity influences their profitability, and how they should nurture shareholder returns even with zero or negative growth.

KEY SUCCESS FACTORS
Teams' success is measured by their abilities to generate shareholder returns. Returns are dependent on how teams are able to run the operations, how well they manage to maneuver the company through changes in the external environment and competitive forces,and how successful they are in their decisions regarding capital structure and profit redistribution.

EXPECTED OUTCOME
Participants develop capabilities in formulating, implementing, and adapting business strategies in a dynamic competitive environment. In addition, they will enhance their fact-based decision-making skills and improve their financial knowledge through linking operational decisions to cash flows and bottom line performance. The telecom simulation platform also gives practical experiences in team-work and problem solving and excites competitive spirits in a dynamically evolving marketplace.

AVAILABLE LANGUAGES
English, Finnish, French, Italian, Russian.



cesim Practice makes profit

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.

cesim Global Challenge

Cesim Global Challenge improves the learners' understanding and capabilities of running global business operations of a firm 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.

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 simulation where teams manage mobile, broadband, and entertainment services for residential and corporate clients.

cesim Retail

Cesim Retail puts participants in charge of a store or a franchise with multiple stores in a seasonal environment.

cesim Dealership

Cesim Dealership provides an immersive learning experience in dealership operations, including new and pre-owned products, and after-sales services.

cesim Invest

Cesim Invest is a simulation focused on fund management, ESG integration, and strategic investment decisions in diversified portfolios.

cesim Stocks

Cesim Stocks is a simulation that teaches the fundamentals of investing through the management of stocks and bonds in a dynamic market.

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.