cesim Firm

General Business Management Simulation

Cesim Firm increases the participants awareness and capability of operating a company from a general management perspective in a competitive environment.

FOCUS
Business management, planning and forecasting, demand and cost management, investment appraisal, competition, financial budgeting and planning..

USED IN
Business skills courses for non-business majors, introductory courses for business majors, business acumen courses at corporate in-house program.

CASE SCENARIO
Participants manage a manufacturing company with international operations. There are up to three market areas and two production areas available.

PARTICIPANT TASKS
Teams will develop and execute strategies for their simulated company while taking into consideration the customer behavior, cost structures, and currency fluctuations in the different markets.

Decisions include promotion, pricing, and quality control across products and customer segments, production location cost advantages, investment appraisal, capital vs. labor assessment, financing decisions, demand estimations and budgeting.

ESG MODULE
The simulation includes environmental, social and governance decisions as part of the core business strategy. With fully integrated ESG decisions, teams can incorporate sustainable development goals into their strategy while improving financial performance and delivering value for all stakeholders.

A key aspect of the ESG implementation in the simulation is to highlight sustainability and corporate responsibility decisions as fundamental part of the strategy and operations, not as a separate policy.

KEY LEARNING AREAS
The simulation integrates a range of concepts from various management related disciplines, including marketing, production, logistics, and financial decision-making. In addition, it links the organization to the wider context of business world and stakeholders.

KEY SUCCESS FACTORS
Successful strategy creation and implementation in competitive environment. Accurate sales forecasting and planning. Design and execution of cost-effective production and logistics operations in cross-border setting. Precise financial planning, analytical approach to decision-making, and good teamwork.

Success is measured by both operational and financial key indicators, including capacity utilization rates, market shares, net profit, return on capital, and earnings per share.

EXPECTED OUTCOME
As a result of playing Cesim Firm participants will improve their understanding of operating a company from a general management perspective and develop market- and value-driven approach to decision making. They will improve their capability to interpret and forecast market situations and translate them into goal-oriented decisions.

Cesim Firm also enhances fact-based analytical decision making by linking decisions to cash flows and bottom line performance.

ADAPTABILITY
Cesim Firm 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, Spanish, German, Finnish, Chinese.

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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.