cesim
Global Challenge

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. The simulation also incorporates ESG principles.

FOCUS
Strategic management, international business, business policy, ESG.

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, tariffs, and regulations. Instructor has the option to include a range of fully integrated environmental, social, and governance decisions and results to the case.

ESG MODULE
The simulation now includes new 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.

PARTICIPANT TASKS
Learners plan and implement global demand-supply strategy for three markets and two production areas. Decisions include marketing and product life-cycle management, R&D, in-house and contract manufacturing, logistics, CO2, energy, and water efficiency, labor policies and other social and governance decisions, international taxation, liquidity and capital structure management.

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. ESG related strategic and tactical considerations with short- and long-term outcomes and metrics.

KEY SUCCESS FACTORS
Simulation generates a range of operational and financial reports. If the ESG module is enabled the participants get a detailed sustainability report that includes data about the teams' performance on environmental, social, and governance dimensions. Teams can be compared by both shareholder value and ESG metrics.

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. Hands-on experience about responsible management decisions with multiple stakeholders and environmental considerations. Invaluable experiences in teamwork and problem solving.

ADAPTABILITY
Cesim Global Challenge 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, Portuguese, German, Romanian, Mandarin Chinese, Hungarian, Italian, Lithuanian, Russian, Turkish.

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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.