cesim
Service

Small Service Business Simulation

Cesim Service gives participants practical experience in running a small service business in a competitive environment by integrating human resource management, capacity management, sales and marketing.

FOCUS
Entrepreneurship, services management, business fundamentals, SME management.

USED IN
Entrepreneurship and services management courses at different levels, college preparedness courses, undergraduate courses focused on business fundamentals, college-level business courses. In-house corporate trainings.

CASE SCENARIO
The simulation case encompasses the essential elements of service business management. Participants run a small family hotel in a seasonal environment with one established market and an option to expand to a new market with different demographics.

PARTICIPANT TASKS
During the rounds, teams manage their companies' staffing with both permanent and temporary resources, direct sales, sales channels, investments, service quality, pricing, and marketing. They operate in competitive markets with seasonal variations in demand and economic conditions. Strategic decisions about expanding operations to a new market can also be included.

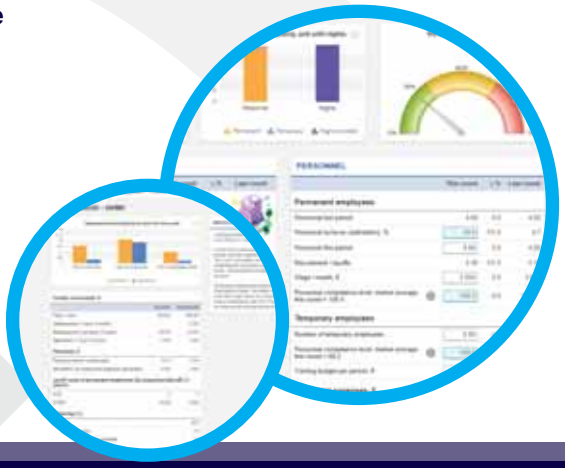
KEY LEARNING AREAS
Management of the operating, market, and financial performance. Emphasis on human resource management, capacity management, investments, service quality, pricing, and marketing as the key decision making areas.

KEY SUCCESS FACTORS
Teams must develop and implement a consistent business plan that addresses the seasonal variations in demand and utilizes the principles of management effectively. In addition, well-planned human resource management is highly important. Success is measured by both operational and financial key indicators, including capacity utilization rates, customer and employee satisfaction, market shares, profit per employee, net profit, return on capital, and earnings per share.

EXPECTED OUTCOME
To help the participants to develop a holistic view of business operations including marketing, 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, participants will gain invaluable experience in teamwork and problem solving.

ADAPTABILITY
Cesim Service 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, Finnish, French, Italian, Mandarin Chinese, Portuguese, Romanian, Serbian, Spanish.



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.