



cesim
INVEST



Strategic Investment Management Simulation

Cesim Invest focuses on strategic fund management, ESG-integrated investing, and tactical decision-making. Participants manage diversified portfolios, integrate ESG factors, and oversee corporate strategies, gaining practical experience in asset management and investment decision-making.



FOCUS

Strategic and ESG-integrated investing, factor-based strategies, multi-asset allocation, and decision-making for asset management firms.



USED IN

Advanced undergraduate, graduate, MBA, Executive MBA, and corporate programs on investment strategy and financial decision-making.



CASE SCENARIO

Participants manage client funds across global asset classes while integrating ESG and traditional factors. They also run a public asset management firm, balancing portfolio performance with corporate strategy, fees, incentives, and capital allocation.



PARTICIPANTS TASKS

- Economic Outlook: Forecast markets using data and analyst insights.
- Client Analysis: Understand client needs, set fees and marketing, and align portfolios.
- Asset Allocation: Build strategic and tactical allocations to exploit opportunities.
- Investment Decisions: Manage securities with ESG alignment.
- Analysis & Performance: Use reports to track results and refine strategy.
- Corporate Strategy: Manage firm structure, payouts, incentives, and satisfaction.
- Review & Submit: Finalize team choices each round.
- Performance Review: Compare with competitors and improve decisions.



KEY LEARNING AREAS

Participants build practical skills in forecasting, asset allocation, ESG integration, and performance analysis—linking finance, economics, and sustainability.



KEY SUCCESS FACTORS

Performance is measured through returns, risk, client satisfaction, and ESG outcomes. Reports track team and firm-level results, assessing value creation, sustainability, and corporate success.



EXPECTED OUTCOME

Participants gain hands-on experience in managing portfolios that balance performance, client goals, and sustainability in dynamic markets.



ADAPTABILITY

Cesim Invest is fully customizable to different learning levels, market conditions, and client scenarios.



AVAILABLE LANGUAGES

English.



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.



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



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



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



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



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



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



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



Cesim Connect is a telecom simulation where teams manage mobile, broadband, and entertainment services for residential and corporate clients.



Cesim Retail covers pricing strategy, promotions, procurement, inventory, store layout, staffing, and cash flow. Participants manage a single store or a multi-store franchise in a seasonal environment.



Cesim Dealership is a comprehensive simulation game that provides an immersive learning experience in dealership operations, including new and pre-owned products, and after-sales services.



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



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.