



cesim  
**STOCKS**



# Stock Management Simulation

Cesim Stocks is a dynamic simulation created to introduce students to the fundamentals of investing. Acting as individual investors, learners manage a portfolio of stocks across four industries, along with government and corporate bonds. By analyzing data, following market trends, and making buy-sell-hold decisions, students experience the excitement and challenges of real-world investing in a safe, accessible environment.



## **FOCUS**

This simulation focuses on practical portfolio management in a dynamic stock and bond market.



## **PARTICIPANT TASKS**

Players act as individual investors, allocating their funds among 16 fictional stocks spanning four industries, one government bond, and one corporate bond. They receive historical economic data, basic financial statements for each company, and ESG insights. At each step, participants must monitor market developments and adjust their holdings by making decisions on when to buy, hold, or sell.



## **KEY LEARNING AREAS**

By tracking performance round to round, learners gain firsthand experience of risk-adjusted returns, investment strategy refinement, and effective decision-making under uncertainty.

Participants familiarize themselves with key financial concepts such as fundamental analysis, market trends, and portfolio diversification, while also exploring how broader economic developments shape investment outcomes.



## **KEY SUCCESS FACTORS**

Successful outcomes are determined by both absolute and risk-adjusted returns, taking into account portfolio volatility, transaction costs, and overall market performance. Players who adapt effectively to market shifts, diversify wisely, and consistently align their portfolios with evolving opportunities will see improved results.
















## **EXPECTED OUTCOME**

By the end of the simulation, participants will have hands-on experience in building and managing a personal investment portfolio, gaining insight into the interplay between economic indicators, corporate fundamentals, and market sentiment. They will walk away with a heightened awareness of the role that responsible investing and strategic decision-making play in achieving both financial and non-financial objectives.



## 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.

 <b>cesim GLOBAL CHALLENGE</b>	<b>Cesim Global Challenge</b> has been designed to improve the understanding and knowledge of the complexity of global business operations in a dynamic, competitive environment.
 <b>cesim SERVICE</b>	<b>Cesim Service</b> is a service based business simulation that integrates the functional areas of HR management, capacity management, pricing and marketing.
 <b>cesim PROJECT</b>	<b>Cesim Project</b> has been designed to capture the essence of project management in a collaborative and competitive environment.
 <b>cesim FIRM</b>	<b>Cesim Firm</b> is a product based business simulation that integrates the functional areas of production, marketing and logistics.
 <b>cesim MARKETING</b>	<b>Cesim Marketing</b> develops the understanding and command of the whole marketing decision-making process.
 <b>cesim HOSPITALITY</b>	<b>Cesim Hospitality</b> is an interactive and fun learning environment that improves the participants' business competencies and employability.
 <b>cesim BANK</b>	<b>Cesim Bank</b> facilitates the understanding of the front and back office operations of a bank, and their interaction in a competitive environment.
 <b>cesim POWER</b>	<b>Cesim Power</b> is a browser-based power utility management simulation that combines the dynamics of power markets, production, and risk management.
 <b>cesim CONNECT</b>	<b>Cesim Connect</b> is a telecom simulation where teams manage mobile, broadband, and entertainment services for residential and corporate clients.
 <b>cesim RETAIL</b>	<b>Cesim Retail</b> 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.
 <b>cesim DEALERSHIP</b>	<b>Cesim Dealership</b> is a comprehensive simulation game that provides an immersive learning experience in dealership operations, including new and pre-owned products, and after-sales services.
 <b>cesim INVEST</b>	<b>Cesim Invest</b> is a simulation focused on fund management, ESG integration, and strategic investment decisions in diversified portfolios.
 <b>cesim STOCKS</b>	<b>Cesim Stocks</b> 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.