



# 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 programs.



## 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 budgetin.



## 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 SimFirm 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.

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



## ADAPTABILITY

SimFirm 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, German, Italian, Lithuanian, Mandarin Chinese, Portuguese, Turkish.



## 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.

### Business, Strategy and Management Simulations

When you would like to increase participant engagement and hands-on business learning in your course.

-  **cesim GLOBAL CHALLENGE**  
**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**  
**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.

### Industry Specific Simulations

When your course or training requires the setting of a particular industry.

-  **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 operator simulation where teams manage mobile, broadband and entertainment services for residential customers and communications and IT services for corporate customers.
-  **cesim RETAIL**  
**Cesim Retail** includes strategic and tactical pricing decisions, promotion campaigns, procurement and inventory management, store layout, operating hours, staffing, and cash flow management. Participants are in charge of one store or a franchise with multiple stores in a seasonal environment.
-  **cesim REFINING**  
**Cesim Refining** combines the dynamics of product sales, production, and risk management of an oil refining operation. It also includes strategic decisions regarding investments.

### 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.