

# General Business Simulation

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



## 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 business courses at business schools.



## PARTICIPANT TASKS

The task for the teams is to manage the sales and operations of an international pharmaceutical company. Key success factors include accurate forecasting and planning, analytical approach to decision-making, and good teamwork.

Teams will develop and execute strategies for their simulated company operating in different markets with specific customer behavior, cost structures, and currency fluctuations.



## 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.

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 budgeting.



## EXPECTED OUTCOME

As a result of playing Cesim SimFirm the 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 financial results and translate them into goal-oriented decisions.

Participants will also learn to recognize the interactions among the various companies and external stakeholders in a complex and interrelated environment.

Finally, SimFirm will enhance fact-based analytical decision making by linking the decisions to cash flows and bottom line performance.



## AVAILABLE LANGUAGES

English, Italian, French, Lithuanian, Portuguese



## 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 a 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** has been designed to improve the understanding and knowledge of the complexity of global business operations in a dynamic, competitive environment.



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



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



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



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

### Industry Specific Simulations

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



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



**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.

### Custom Business Simulations

When you need a simulation tailored specifically to the needs of your course or training.

Examples: Retail, Steel, Packaging, Real Estate Management, Public Broadcasting, and Contract Manufacturing.