



cesim  
GlobalChallenge

# Strategy and International Business Simulation

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



## FOCUS

Strategic management, international business, business policy.



## USED IN

Strategy and international business courses at graduate and advanced undergraduate levels, executive MBA programs and capstone courses.



## PARTICIPANT TASKS

The task for the teams is to manage a global mobile telecommunications company through technological and market evolution. Learners will develop and execute strategies for their simulated company operating in the USA, Asia, and Europe.



## KEY LEARNING AREAS

Technology-based product road maps and global market and production strategies. A range of concepts from various

management-related disciplines: economic, political, financial, human resources, accounting, procurement, production, logistics, research and innovation, and marketing.



## KEY SUCCESS FACTORS

Success is measured and compared by both operational and financial key indicators, including market share, net profit, return on capital, return on equity, earnings per share, capacity utilization rate and production scrap rate. The ultimate indicator in the simulation is the return to the shareholders, which consolidates all the key success factors into one measurable criterion that can be used to compare the performance of each team.



## EXPECTED OUTCOME

Better understanding of the complexity of global business operations in a dynamic competitive environment.



## AVAILABLE LANGUAGES

English, French, Hungarian, Italian, Lithuanian, Portuguese, Romanian, Russian, Turkish, Mandarin Chinese, and Spanish



## 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.