



Service Business Simulation

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



FOCUS

Entrepreneurship, services management, business fundamentals, SME management.



USED IN

Entrepreneurship courses at various levels, college preparedness courses, undergraduate courses focused on core business processes, advanced business courses at the secondary education level.



FEATURES

Participants manage a family hotel with 50 rooms and permanent staff of four in the beginning.



PARTICIPANT TASKS

The starting task for the teams is to get familiar with their business through practice round(s) and refine the business idea for their hotels accordingly. During the rounds the teams will manage the future of their companies by decisions on human resources, investments, service quality, pricing, marketing, and revenue management through sales channels. They operate in competitive markets with seasonal variations in demand and economic conditions. They can also be faced

with strategic decisions, such as expanding their operations to a new market area.



KEY LEARNING AREAS

Management of the overall operating, market, and financial performance, with human resources management, capacity management, investments, service quality, pricing, and marketing as the key decision making areas.



KEY SUCCESS FACTORS

In order to succeed the teams must develop and implement a consistent business plan that addresses the seasonal variations in demand and utilizes the principles of revenue management effectively. In addition, skillful and well-planned human resources management is highly important. Success is measured by both operational and financial key indicators, including capacity utilization rates, customer and employee satisfaction, market shares, profit per employee, net profit, return on capital, and earnings per share. The ultimate indicator in the simulation is the return to shareholders,

which consolidates all the key success factors into one measurable criterion that can be used to compare the performance between teams.



EXPECTED OUTCOME

To help the participants to develop a holistic view of business operations including marketing, sales, human resources, capacity management, investments, and service quality. To develop the understanding and command of business fundamentals, market-driven decision making practices and financial implications of the various operational and marketing decisions. In addition, participants will gain invaluable experience in teamwork and problem solving.



AVAILABLE LANGUAGES

English, Serbian, Finnish, French, Italian, Portuguese, Romanian, 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.