



# Telecom Operator Management Simulation

*Cesim Connect is a telecom operator simulation game where teams manage mobile, broadband and entertainment services for residential customers and communications and IT services for corporate customers. It also includes decisions regarding network infrastructure development and finance.*



## FOCUS

Telecom industry, business skills for telecom, strategic management, finance.



## USED IN

In-house programs, integrative courses for telecommunications related programs in business and engineering schools, and executive programs.



## FEATURES

Teams manage a telecom operator that provides telecom and entertainment services for residential customers and telecom and IT services for corporate customers. The company is currently placed in a situation where the expansion of the 4G network is a key decision. In addition, teams need to carry forward the company's recent entry to the entertainment services.



## PARTICIPANT TASKS

Pricing, promotion, channel management, entertainment service strategy, human resources, network infrastructure development, and finance are among the decision areas that the participants must consider. In addition, the teams will make decisions about various different

events that influence the success of their companies for the whole duration of the simulation.



## KEY LEARNING AREAS

Cesim Connect helps the participants to comprehend the relationships between the different telecom operator functions and develops their telecom-related business acumen. The simulation improves the participants' decision-making skills familiarizing them with the whole decision-making environment for a telecommunications operator; including mobile, fixed broadband, entertainment, and IT services, channel management, network infrastructure development, and finance.

During the rounds the participants must plan how they prepare for shifting consumer preferences and new network technologies, they experience how variations in competitive intensity influences their profitability, and how they should nurture shareholder returns even with zero or negative growth.



## KEY SUCCESS FACTORS

The teams success is measured by their ability to generate shareholder returns. The returns

are dependent on how the teams are able to run the operations, how well they manage to manoeuvre the company through changes in the external environment and competitive forces, and how successful they are in their decisions regarding capital structure and profit redistribution.



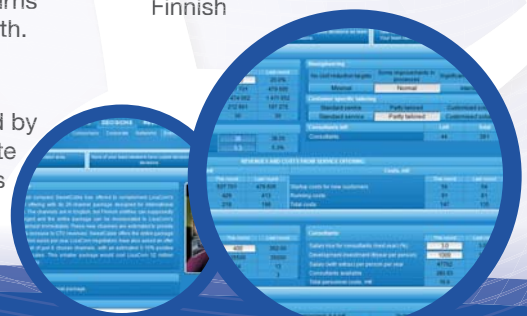
## EXPECTED OUTCOME

Participants develop capabilities in formulating, implementing, and adapting business strategies in a dynamic competitive environment. In addition, they will enhance their fact-based decision-making skills and improve their financial knowledge through linking operational decisions to cash flows and bottom line performance. The simulation exercise also gives practical experiences in team-work and problem solving and excites competitive spirits in a dynamically evolving marketplace.



## AVAILABLE LANGUAGES

English, French, Italian, Russian, Finnish



## 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.



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### 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.