



V A R E S C H I [&] P A R T N E R S



BUSINESS GAME: TOP SIM - GENERAL MANAGEMENT



A flight
simulator for
learning
business by
doing business.

What is a TOPSIM - Management Simulation?

...providing a solid base in all skills required to lead a complex organization.

Management and Performance skills

- Strategy development
- Managing cross-functional /departmental conflicts
- Understand finance and profitability drivers (EVA, S/H value, etc.)
- Key success principles in marketing and sales
- SMART objectives

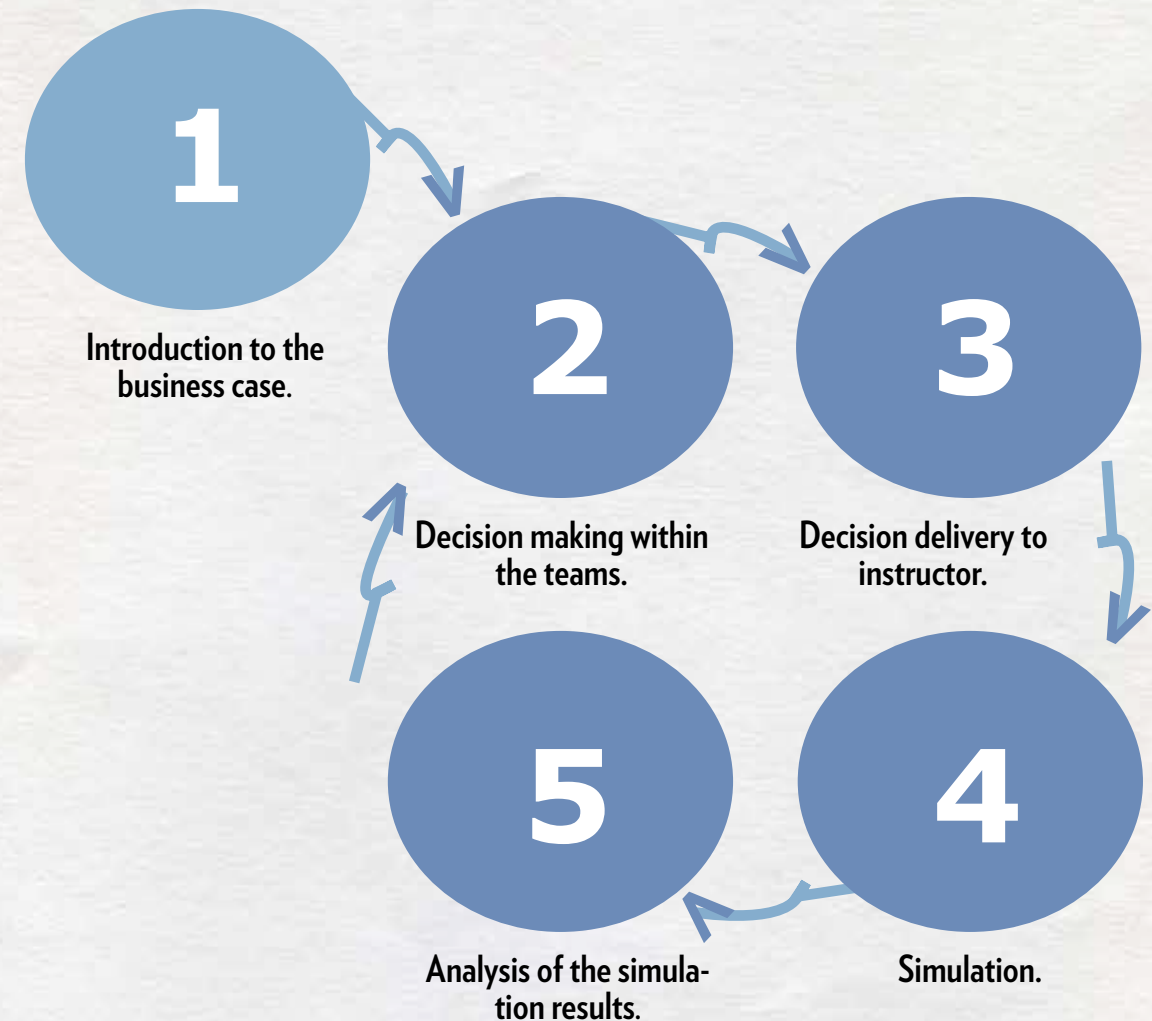
Teamwork abilities

- Knowing your strengths and weaknesses
- Understanding others and active listening
- Giving positive feedback
-

Leadership skills

General business abilities

- Presentation skills
- Running effective meetings
- Time and priority management





Manager:
Observer and part
of system.

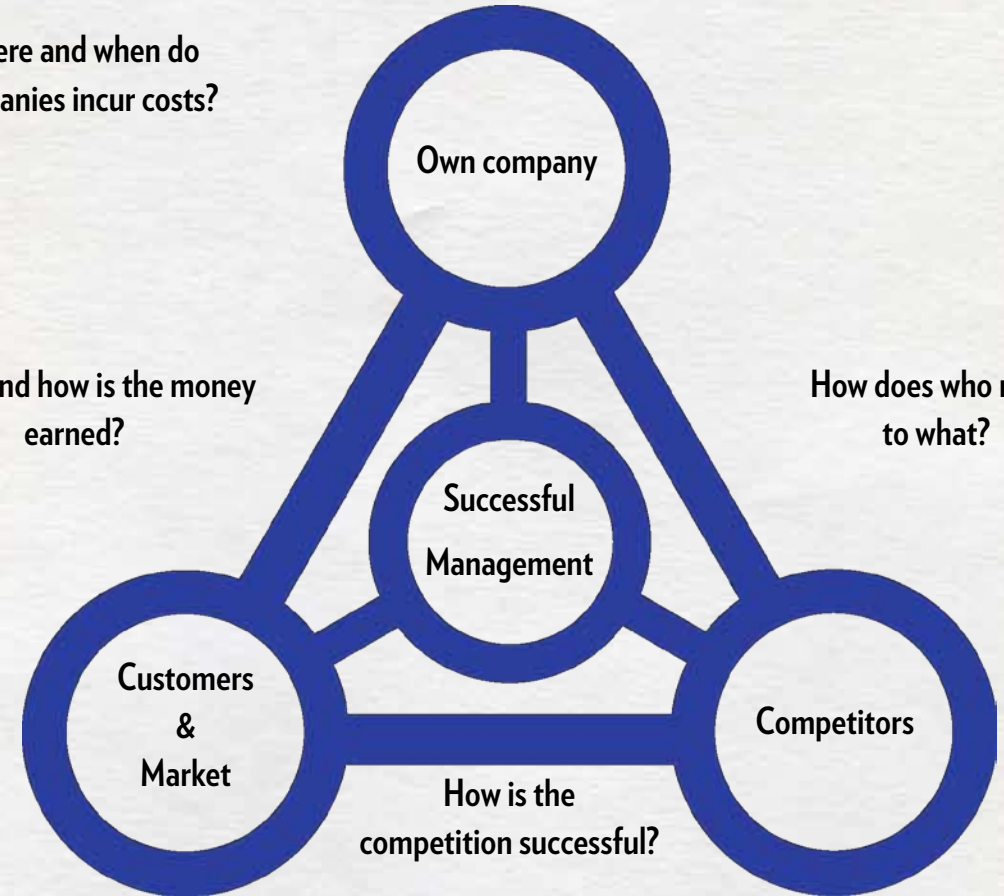
**Successful
management in the
system**

Where and when do
companies incur costs?

Tools:
Cost Accounting
Business News
Reporting

Where and how is the money
earned?

How does who react
to what?



What does the customer want today
and in the future ?

Can you recognize any trends or
developments?

Tools:
Market Research Report
Business Reports
Annual Reports
Regional Fact Sheets

Tools:
Market Research Report
Business Reports
Annual Reports

In this department, you have to make all market-related decisions.

SALES



Here, you decide on the product features of your copier.

R&D

PURCHASING

You plan the procurement of input materials required for production in this department.



FINANCE & ACCOUNTING

In this department you take care of the financial situation of your company.



PRODUCTION

Here, you plan the production of your copier.



HUMAN RESOURCES

You decide how and where to deploy your staff.

Decision areas

Sales

- Marketing-Mix

Purchasing

- Requirements & conditions
- Input Materials / Parts / Finished products

R & D

- Technology / Ecology / Value analysis

Production

- Investments in / Disinvestments of production lines
- Maintenance / Rationalization / Available capacity

Human Resources

- Personnel adjustment
- Personnel costs / overtime / training

Finance and Accounting

- Customer payment patterns / Financial investments / Loans / Dividends
- Planning values

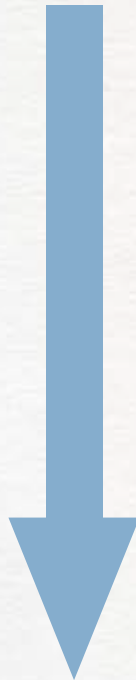


**The Share Price
(Success Value)**

Strategic decisions

- What kind of company are we working for?
- What do we want to have achieved by the end of the game? What are our objectives?
- How do we plan to achieve our objectives? What are suitable strategies?
- How will we organize ourselves within our team?
- How do we organize the work within our team (methods and procedures)?
- How can we observe and follow relevant factors and events (to identify early warning signs)?

1	Analysis of reports of the previous period
2	Assessment of scenario
3	Objectives setting and strategy development
4	Sales planning and marketing mix
5	Personnel decisions / Productivity planning
6	Decisions on the technical infrastructure
7	Determination of procurement quantity
8	Determination of planning values
9	Financial planning / calculations of profitability



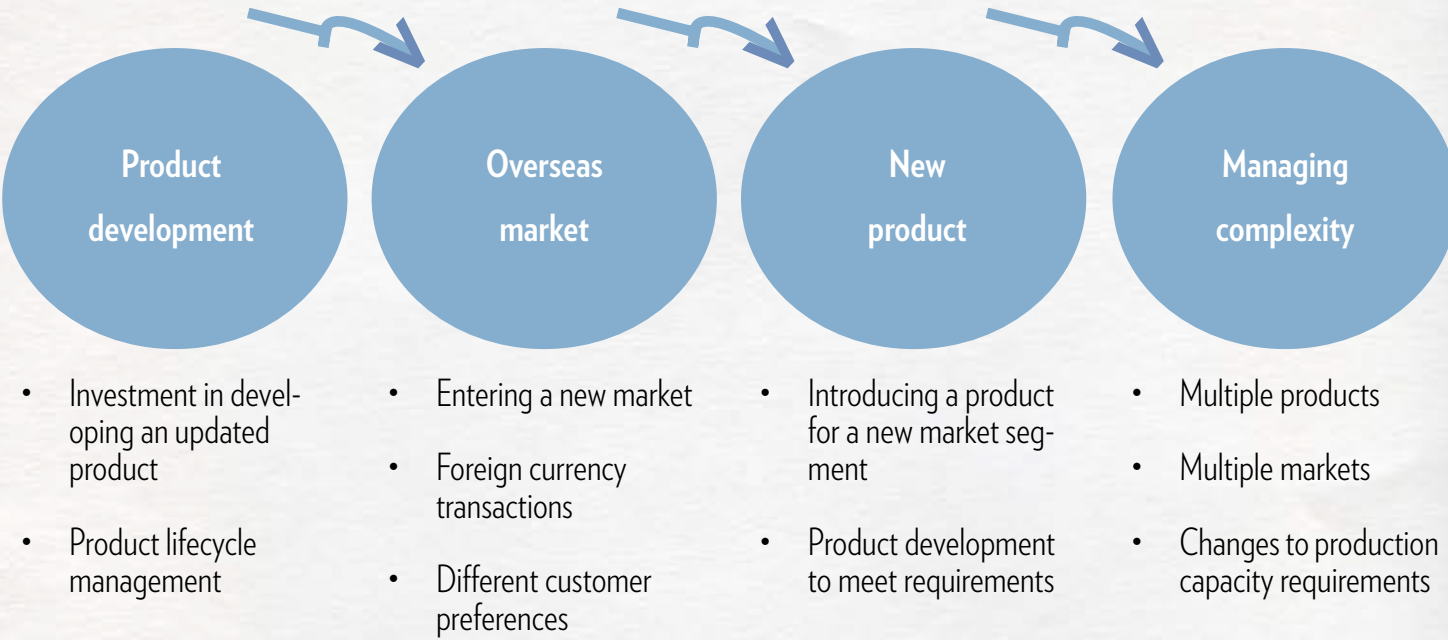
Determination of planning values of sales and the impact the success value

Decision-making process

STRATEGIC PLANNING

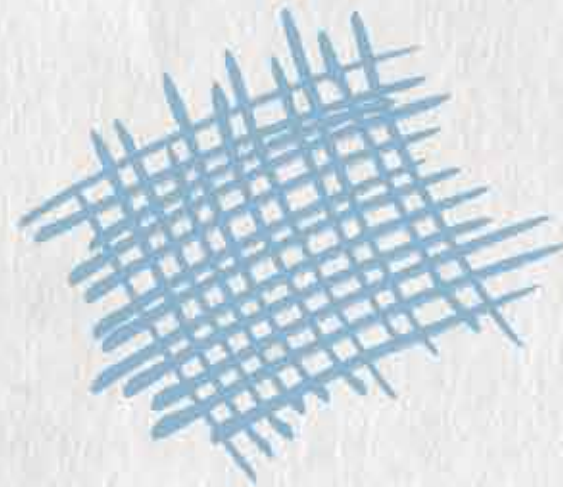


Integrated operation planning (applying a strategy throughout all departments)



Events during the simulation





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