

Unternehmensführung II: Management Simulation TOPSIM GOING GLOBAL

Lecturer: Prof. Dr. Benjamin Matthies

Learning objectives:

- Entrepreneurial thinking, planning and acting in an international environment
- Fast and risk-free gathering of practical experience in the management of an industrial company
- Professional assessment of market situations and potentials in global markets, taking into account regional differences, and making target-oriented decisions for the future growth strategy, implementing long-term business objectives

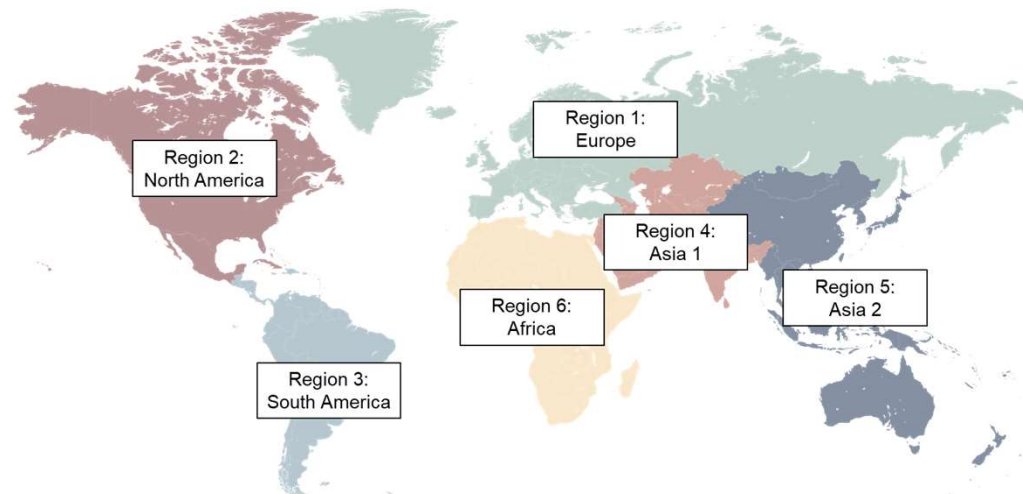
Teaching and learning method:

- The simulation is an interactive method of teaching and learning (*Action Learning*) → LEARNING BUSINESS BY DOING BUSINESS

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Subject of the management simulation:

- Washing machine manufacturer in different economic areas (5 groups)



- All companies produce only one product (washing machine "FlexWash") at the beginning of the business game and are only active in their domestic markets
- In the further course of the simulation the business can be expanded and regionally differentiated
- Strategic realignment of the company by entering new markets with the goal of "increasing net income"

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Expansion decisions:

- ⇒ Development of expansion strategies, i.e. designing the "going global" or market entry process:
- **Select appropriate new markets for expansion**
(analysis of regional fact sheets, business news, market research)
 - **Select an appropriate form of market entry**
(sales and production)
 - Cooperation with regional partner companies
or
 - Investment in own sales structures and production plants
 - **Develop and implement a strategy for market development**
(marketing mix)

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Further tasks:

- ⇒ Selection and development of the **marketing mix** (market development):
 - **Product strategy**: Market-oriented further development of the product in terms of technology and environmental efficiency
 - **Pricing and communication strategy**: pricing, advertising expenditure and Corporate Identity
 - **Distribution strategy**: prioritization of economic regions and determination of sales activities
 - ⇒ **Purchasing and logistics**:
 - Global purchasing of raw material
 - Transport of finished products to regional warehouses
 - ⇒ **Production**: Determination of the production quantity, hiring / dismissal and training of personnel, process optimization
 - ⇒ **Financing**: Funding of investments; taking out loans and purchasing of securities
 - ⇒ **Strategic management**: Formulation of plans, definition of key performance indicators and continuous monitoring of compliance with the plans
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Schedule:

- 1st week: Introduction; formation of the groups; setting up access to the platform; distribution of the manuals
- 2nd and 3rd week: Testing (two simulation periods)
- From 4th week: One simulation period per week (including one general meeting per company); in between, introductions to value-oriented key figures
- Last week: Final presentation of the groups; review of the seminar

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- **Workload:** 4 SWS
- **Date:** Tuesdays, 8:30 to 11:45
- **Participant limit:** 5 groups with 4 participants each
(maximum 20 participants in total)
- **Language:** English
- **Assessment:** Evaluation of simulation results and presentations