

ACADEMIC SEMINAR

BUSINESS SIMULATION

Experience complex business management challenges and their feedback effects first-hand and within a short time based on an exclusive simulation.

Success Factors

This corporate simulation provides a tangible (hands-on, non-computer-based) illustration of business interrelationships and thus promotes understanding of how to translate theory into practice—from strategy to enterprise value.

Your Benefits

Leaders frequently face complex decisions. These must not be taken in isolation but in the overall context of corporate management. The simulation makes these feedback effects visible and fosters holistic corporate management:

- You will experience and understand results oriented management using financial metrics.
- You will gain insight into how decisions affect enterprise value and the share price.
- You will learn, as a team, to optimise the necessary internal decision-making processes.

Case Scenario

Focus



Participants manage a manufacturing company with international operations. There are up to three market areas and several production areas available. Teams will develop and execute strategies for their simulated company while taking into consideration the customer behavior, cost structures, and currency fluctuations in the different markets.



Key Learning Ares

The simulation integrates a range of concepts from various management related disciplines, including marketing, production, logistics, and financial decision-making. In addition, it links the managements decions to financial KPIs.

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Pricing: upon request

IF ONE DOES NOT KNOW TO WHICH PORT ONE IS SAILING, NO WIND IS FAVOURABLE

Key Success Factors

Success in the simulation depends on the ability to design and execute effective strategies in a competitive environment, supported by reliable sales forecasting and planning. It further requires cost-efficient production and logistics, precise financial planning and an analytical approach to decision-making, as well as strong teamwork and collaboration.



Expected outcome

Success is tracked through key operational and financial indicators such as market share, profit, return on capital, and earnings per share, with the ultimate measure being company value creation reflected in the stock price.

Participants

Ideal for non-economists—especially managers from production and sales, marketing, as well as project managers and subject-matter specialists.

(Maximum number of participants: 35)

Trusted by Companies and Universities Alike - since 2005

The simulation has been successfully in use since 2005. Clients include universities in Switzerland and abroad. It is also well suited for in-company seminars across a wide range of industries. Languages: German, English, French. No specialised prior knowledge is required.

Schedule

Ideally 2.5 days

Day 1: Afternoon Introduction

Day 2 & 3: from 8.30-16.45

Prior and/or After the seminar, a coaching session is possible upon request.

Adaptability

The simulation provides flexible customisation for different target groups and experience levels, and allows instructors to create or adapt cases with personalised market outlooks and storylines.

Your Trainers

Daniel Gfeller, lic. oec. publ., HWZ Senior Lecturer, independent management consultant and Founder

Costantino Lanni, CFA, FRM, BSc in Business Administration; Independent Financial Consultant; Member of the Steering Committee, HWZ University of Applied Sciences in Business Administration Zurich