

## Business simulations/business games

The business simulations we use teach a basic knowledge of business economics and principles of finance and control - not just in theory, but above all through practical experience and action-oriented learning.

During the simulations the participants, divided into small groups, take over as the new management team of an existing company. The company for each group is shown on a game board containing all the processes of the microeconomic cycle.

In their first year in business the participants are familiarised with the processes in their company under the guidance of the trainer: ordering, production, sales and expansion. Alongside these real processes the associated financial processes are mapped out.

From the second year on, each team plays on its own. As a management team it sets a strategy which will form the basis of the planning for the coming years. From this point on the simulation is completely open as the teams do now know the other companies' strategies and are competing with each other for sales and market share.

The simulations are carried out over a period of 3-5 years. At the end of each year the income statement, balance sheet and other company-specific ratios are calculated and analysed on the basis of various questions: what has happened? How is this expressed in the figures? What is influencing the ratios? How, in turn, can the management teams influence these drivers?

Between the simulation years the trainers provide input on business economic theory, e.g. the income statement, balance sheet, cash flow, company-specific ratios, strategy and planning etc.

The insights from the simulation are then transferred to everyday business practice in the participants' own areas of responsibility.

Business games offer the following advantages as opposed to pure theory:

- + High identification with the simulation company
- + Responsibility is taken for results achieved
- + The feel: interrelationships are tangibly understood (e.g. where is depreciation "taken out"?)
- + Helicopter view: how is a company structured, how do the parts of the company interact?
- + The planning process is conducted personally
- + (Long) simulation sequences alternate with (short) theoretical inputs
- + The processes are simplified but close to the reality of the relevant industry
- + Fun factor with learnings emotionally embedded

Reasons for and objectives of training:

- + To acquire or refresh (basic) knowledge of business economics
- + To identify your company's economic success factors, ratios and cost drivers
- + To become aware of the integrated interrelationships in the business
- + To become aware of the importance of strategy, planning and control
- + To recognise your own options for influencing operating profit
- + To improve corporate performance by taking responsibility and thinking entrepreneurially

**Duration:**

1.5-3 days

**Participants:**

Managers, future managers or employees

**Number of participants:**

Ideally 10-15 participants, with a minimum of 8. Larger groups are split up into several teams.

**Industry-specific variants:**

The business games map the typical processes of the relevant industry. Company-specific adjustments can be made if required.

We offer two variations:

Planet Enterprise is more compact and shorter and Business live is more complex and longer.

**Manufacturing:**

**Planet Enterprise**

Strategic span of 3-4 financial years  
2 half years per financial year  
3 products  
4 markets  
3 manufacturing technologies  
Duration: 1.5-2 days

**Business *live***

Strategic span of 4 financial years  
4 quarters per financial year  
4 products  
5 markets  
4 manufacturing technologies  
Duration: 3 days

**Services:**

**Planet Enterprise**

Strategic span of 3-4 financial years  
2 half years per financial year  
2 services  
2 markets  
3 service teams  
Duration: 1.5-2 days

**Retailing:**

**Planet Enterprise (under development)**

Strategic span of 3-4 financial years  
2 half years per financial year  
3 product assortments  
2 markets  
Duration: 1.5-2 days

**Business *live***

Strategic span of 5 financial years  
4 quarters per financial year  
3 product assortments  
4 markets  
Service Centre, returns, purchasing terms  
Duration: 3 days