

Experiences with TOPSIMS
„GENERAL MANAGEMENT II“
as an intercultural event at the
Cooperate State University Stuttgart Campus Horb.

English version GM II for 6 periods
between CSU Business Engineering students
and
UoB Bolton Business School students (UK)
from April 2009

TOPSIM Anwendertreffen am 25.9.2009 in Meersburg

25-9-2009

Prof. Rolf Richterich

1



„General Management II“

- Management simulation for 6 periods
- CSU BW Stuttgart Campus Horb and The University of Bolton (UoB)
- Intercultural event between the two Universities:
Three groups from CSU Stuttgart Business Engineering and one group from the Bolton Business School (BBS)
- Location: Resort „Lauterdörfle“ in Hayingen
- Duration: 2 days consecutively
 - start: Thursday 2nd April 2009 at 11:15
 - end: Saturday 4th April 2009 at 13:30

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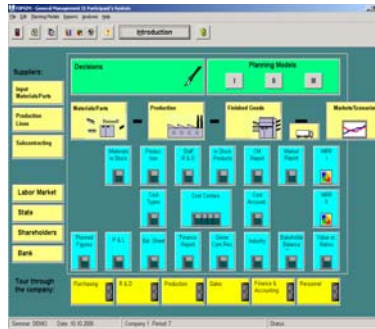
2

6 periods scenario discription according US GAAP regulations

The Company's Potential for Growth

Forecast for the Next Six Periods

Period 1	Business as usual
Period 2	Development of a successor (Product 1-new) for Copy 1 (Product 1-old) can begin.
Period 3	Re-launching Product 1-old is possible. Product 1-new can be produced and marketed if it has been fully developed. Market 2 can be supplied from now on. (FCU = Foreign Currency Unit). The development of a color-copier (Product 2) can begin.
Period 4	It may be possible to launch Product 2 on Market 1 provided that it has been developed to the extent that it would be well-received on the market.
Period 5	From this point onward, the color-copier can be sold on Market 2.
Period 6	Business as usual

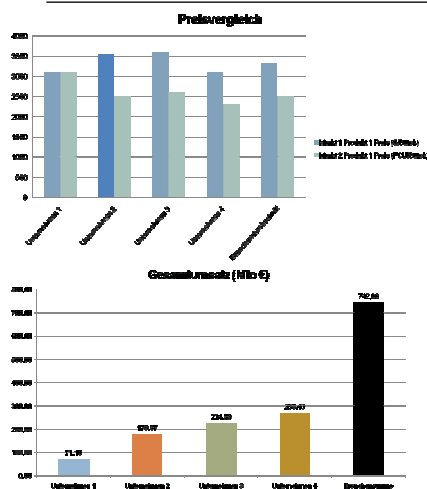


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3

Results – Period 3



Company 1 started with fixed prices for market 1 and market 2.

Company 1 had lowest sales in market 1 and market 2.

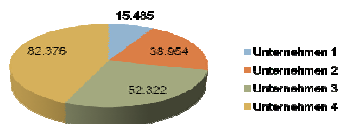
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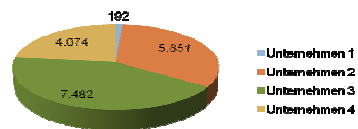
4

Results – Period 3

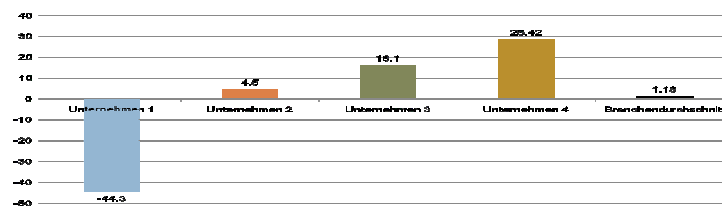
Absatz (Stück) von Produkt 1 am Markt 1



Absatz (Stück) von Produkt 1 am Markt 2



Jahresüberschuss (Mio.€)



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5

An analysis of the simulation results needs to be arranged at the end of the game (6. Period) !

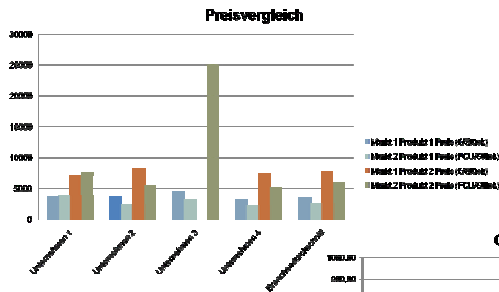
1. **What were our goals and strategies?**
2. **What creates the success ?**
3. **Where and why did we fail?**
4. **How did things happen? (Decisions and Changes)**
Examples: Sales Marketing mix, Cash Flow / Rating, Shareholder value
5. **Where do we stand now? / How could we continue?**
6. **What have we learned? / Open questions to finance?**
7. **What would you recommend to our shareholders / stakeholders?**
8. **What was our group work like?**
Name three positive and three negative points
9. **Time for open questions after the simulation game with all simulation data available. Time schedule is to tight between the six periods in two days for our guests.**

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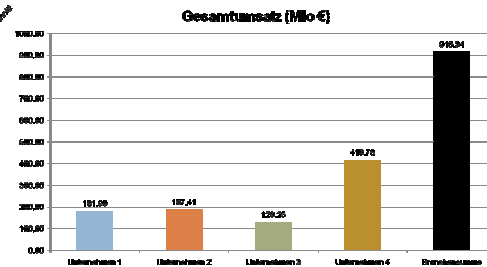
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Results – Period 6



Company 3 made a mistake by setting up the price in period 6.

Company 4 was the winning team in period 6.



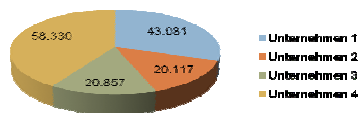
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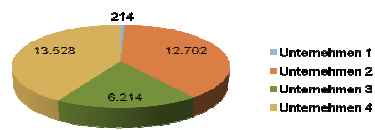
7

Results – Period 6

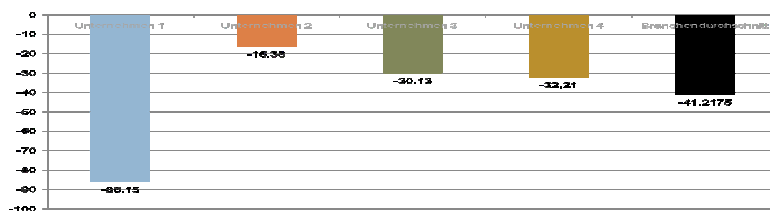
Absatz (Stück) von Produkt 1 am Markt 1



Absatz (Stück) von Produkt 1 am Markt 2



Jahresüberschuss (Mio.€)

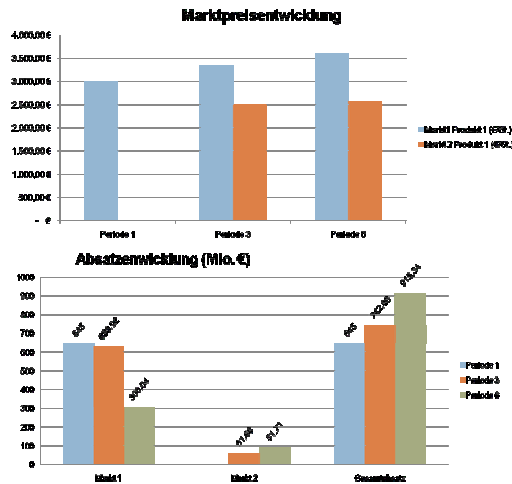


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8

Results comparison for P1, P2 & P6 Price development and sales



There are price increases for market 1 and 2 over the 6 periods.

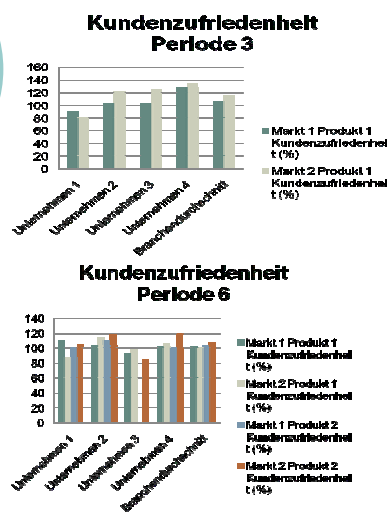
Sales potential is declining for market 1 over 6 periods. The total sales are growing over the 6 periods.

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9

Results comparison P3 & P6 customer satisfaction



Company 1 had the lowest customer satisfaction but created a turn around after the stockholders meeting in period 4.

Company 3 has the lowest customer satisfaction. This affected the total sales in period 6.

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10

Description and purpose of a comparable module at the UoB

- The University of Bolton BBS module is designed to introduce students to the concepts of financial management, and to explore the corporate aspects and their differing organisational contexts to determine sources of corporate funding. The module will also consider legal and other key issues, affecting corporate financial management. The module aims to:
 1. develop students knowledge and understanding of the theoretical concepts of financial management
 2. enable students to analyse and evaluate financial statements
 3. develop an understanding of capital budgeting
 4. raise awareness of control systems
 5. develop understanding of strategic financial issues

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11

THANK YOU FOR YOUR ATTENTION.

12

Please ask if there are any questions!

Professor Rolf Richterich
Steinbeis Transferzentrum für Management Training
STZ MGMT at DHBW Stuttgart Campus Horb
email: r.richterich@stz-mgmt.de
Homepage: <http://www.stz-mgmt.de>
Telefon / Fax: 0049-(0)7451-521 -272 / -155

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12