



TOPSIM – Business Simulation Game	
Course number	3828 (Business Administration)
Lecturer	Prof. Dr. Schädlich / Prof. Dr. Bauke / Prof. Dr. Alm / Prof. Dr. Reuter
ECTS	2
Number of semester hours	2
Duration	2.5 days
Prerequisites	None
Type of exam	Compulsory attendance and participation
Objectives	<p>Students can think and act in an entrepreneurial way, in accordance with strategic and share-value-oriented management</p> <p>Students are able to think more effectively about the links between different decision areas and to recognize external influences in a complex and interrelated environment</p> <p>Students are able to make goal-oriented decisions by correctly interpreting market situations and results</p> <p>Students are able to organize an efficient and effective decision-making process within the team</p>
Content	<p>The computer based management simulation „TOPSIM - General Management 2” is an interactive teaching and learning system based on the principle of: "Learning Business By Doing Business". It establishes a link between management theory and business practice and covers all the areas of a corporation like purchasing, production, HR, R&D, marketing and sales. Other topics covered by the simulation include product life cycles, personnel competence, productivity, reengineering, corporate identity, share price, rationing, as well as shareholder value-oriented management. One or two products can be sold in up to two markets representing the foreign and domestic markets.</p> <p>Students will form up to five business teams. Every team will take over the leadership of a company in the printing and copying industry. The simulation presents a realistic model of a company. All companies are competitors.</p> <p>As the Executive Boards students will have to make key decisions in all major fields of corporate activity: Sales, Research & Development, Purchase, Production, Human Resources and Finance & Accounting. The number and complexity of decisions will increase during the course of the seminar. Additionally, the decisions that students ultimately make will be highly dependent on the specific scenario conditions present in each period of the simulation.</p>
Bibliography	Participant handbooks
Forms of instruction	Lecture
Workload	60h
Language of instruction	English
Availability	Every summer and winter term