



Learning business by doing business.



On some days you win, on others you learn. The greatest learnings in life come from mistakes. In a business scenario, however, mistakes are costly. In today's competitive global market, there is little room for management errors.

That's why TOPSIM – Simulations allows one to learn by making decisions—and mistakes—in a completely risk-free environment.

TOPSIM – Simulations are advanced and comprehensive models that simulate operating environments, for instance, of a start-up, of the marketing function within a company, of the overall management of a company, of global markets, or the macro economics of a country, among others.

The participants of the simulation take up decision-making roles of their units to compete as teams against other units in a simulated environment. While proceeding through different modules, teams need to plan, strategize, and decide, taking into account several variables that influence the operating environment. Through their decisions, the participants influence the success of their unit.

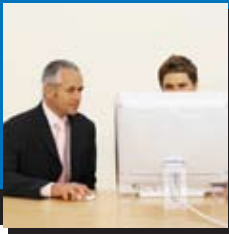
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TATA INTERACTIVE SYSTEMS

TOPSIM

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Overview of TOPSIM Simulations

TOPSIM – Simulations are available in a range of topics—from general management topics that give a bird’s eye view of a company’s management to function specific topics that delve into the intricacies of the different functions involved in any business.

TOPSIM – General Management

- TOPSIM – General Management, more advanced and complex than TOPSIM – Manager, establishes a link between management theory and business practice.
- Participants face the challenge of selling one or two products in up to two markets—domestic and international, with opportunities to sell to bulk buyers and bid for tenders.
- It covers all the key functions of a business corporation from Procurement and Production to HR, R&D, Marketing, and Sales. Other topics covered by the simulation include Product Life Cycles, Personnel Competence, Productivity, Reengineering, Environmental Aspects, Corporate Identity, and Share Price and Shareholder Value-oriented Management.
- Due to its modular organization, the simulation can be widely used—as an introduction to Business Administration or for Leadership Development.
- Different languages can be used simultaneously, allowing multinational teams to participate together. A Web-based version and a wide range of additional scenarios are available on request.
- Available in English, French, German, Greek, Italian, and Russian.

TOPSIM – Logistics

- TOPSIM – Logistics is a challenging logistics simulation with an emphasis on supply chain management. The learning objectives are to plan and control value chains, and to identify value and cost drivers. The simulation requires participants to make operational and strategic decisions embedded in an international context.
- The participants, grouped in teams of 3–5, not only take over the task of managing the supply chain of a company but also manage a competitive market environment.
- The complexity of the simulation depends on the number of products participants choose to sell and the number of markets they choose to sell in. They can choose from a maximum of two products and four markets.
- The key focus areas of the simulation are inbound, outbound, and in-house logistics. The simulation covers several areas of Operational Decisions, Strategic Decisions, and Finance & Accounting.
 - Operational topics covered are Raw Material Acquisition, Transport, Personnel Decisions, Pricing, Express Carriers vs. Transportation Companies, and Marketing.
 - Strategic topics covered are Trade Goods Central Warehouse, Establishment of Regional Warehouses, eCommerce, and Strategic Alliances.
 - Finance and Accounting related topics that are covered include Cost-unit Accounting, Stage-to-stage Break-even Analysis, Financial Planning, Balance Sheet and Income Statement, and Cash Flow.
- Available in English and German.



TOPSIM – Banking

- TOPSIM – Banking is a challenging operational and strategic banking simulation with an emphasis on volume and interest-based business, marketing, and staffing.
- The participants, grouped in teams of 3–5, take over the management of a bank.
- Participants may consider up to seven different customer groups.
- The complexity of the simulation can be adjusted by enabling and disabling the individual modules that make up the simulation. The simulation allows participants to choose between a complete (advanced) and basic version (suitable for trainees).
- The simulation covers several key goals of banking businesses involving Profitability, Liquidity, Security, and Growth; Relationships between the goals and the functional areas of a bank; Integration of goals and functions to control investments and returns, Volume and Structure of the balance sheet, and risks; Human Resources Planning; Target Markets and Competition Analysis; and Implementing Marketing Measures.
- Available in English and German.

TOPSIM – Global Business Strategy

- TOPSIM – Global Business Strategy is a strategic simulation with a strong focus on globalizing markets. A wide variety of typical strategic options in international (European Union or Asia–Pacific region) markets is available for the important functional areas of companies. The simulation is particularly appropriate for conveying the business challenges brought on by the globalization of markets.
- The participants, grouped in teams of 3–5, manage a company involved in international markets and evaluate market penetration and other strategic tasks.
- Participants learn to interpret market situations and results, and understand the international framework for planning and acting in business.
- It covers strategic topics like market position in home market, purchasing, penetration of other markets, production, logistics, transportation, company expansion finance, strategic sales alternatives, and strategic production alternatives.
- Available in English and German.

TOPSIM – Marketing

- TOPSIM – Marketing focuses on developing the participants' marketing management skills. TOPSIM – Marketing hones participants' abilities to recognize trends in the market and adapt to them in time.
- Participants take up companies' marketing functions to sell their products in a simulated market, fighting for market space with competitors.
- The main objective is to work towards the goal-oriented positioning of products while making effective use of communication and sales instruments.
- The simulated companies start off with different products and in the course of time, participants will have to alter current products and develop new products to keep pace in the market.
- The simulation covers areas like Defining Target Market-oriented Products, Product Positioning, Pricing, Communications Concepts, Launching new products, and Relaunching existing products.
- Available in English and German.



TOPSIM – eCommerce

- TOPSIM – eCommerce is a strategic management simulation that focuses on the challenges of E-Business.
- Participants face the challenge of managing an online shop of a traditional brick-and-mortar company. The simulation offers different scenarios for B2C—wine trade—and B2B—office equipment industry—for participants to achieve specific learning objectives and requirements.
- The factors for success in the simulation are Market Analyses, Assortment of Products, Pricing, the Mixture of Online and Traditional Marketing, the level of Information Technology, and Call Center and Distribution Capacities.
- Available in English and German.

TOPSIM – Macro Economics

- TOPSIM – Macro Economics is a simulation designed to reflect the essential interdependencies among the various factors of a modern economy.
- The participating teams represent the different sectors of an economy—companies, government, banks, and unions, each with different interests. The success of these sectors not only depend on the decisions of each team but also on the reaction of the other sectors to those decisions.
- The simulation covers several decision areas for each sector, as listed:
 - Companies: Sales, R&D, Production, Purchase, and Finance.
 - Government: Taxes, Charges, Investments, Social Transfers, Subsidies, Finance, and Trade Policy.
 - Unions: Negotiation with companies over wages, Social Security Contribution, Working Time, and so on.
 - Central Bank: Exchange Rate Policy, Open-Market Policy, Foreign Loans, Minimum Reserves Policy, and Planning.
 - Commercial Banks: Lending, Deposits, Securities, Marketing, and Personnel.
- Available in English, French, and German.

TOPSIM – Business Development

- TOPSIM – Business Development represents structures of companies to demonstrate various challenges and strategies through the use of defined management processes and instruments.
- Participants, grouped in teams of 3–5, take over the management of a company and make decisions on Sales, R&D, and technical service.
- The instructor can choose between running a simulated manufacturing company or a business providing services.
- It covers key areas like Change Management Projects, Business Communication, Ownership Transactions, Business Segment Development, Rating and Financial Ratios, Planning, Managing, and Controlling.
- It allows for the flexible reproduction of projects across different business functions, for instance, Sales Projects, R&D projects, Acquisition projects, Production Optimization, and HR projects, among others.
- Available in English and German.



TOPSIM – General Airline Management Simulation (GAMS)

- GAMS is a strategic simulation of the international airline business involving operations of competing companies (passengers and cargo) across four routes.
- Apart from recognizing the interrelations of the key variables in the industry, GAMS helps participants gain a deep knowledge of the economics of the airline business.
- It covers key decision areas like tariff policies, marketing strategy, aircraft employment, aircraft chartering, recruitment, dismissal and training of crews and agents, responding to calls for bids, market analysis, planning analysis, and cooperation with external servicing companies, among others.
- Available in English.

TOPSIM – Change Management

- TOPSIM – Change Management is a simulation that shows how change processes in a company can be designed and implemented.
- Participants play the role of a Change Manager attempting to influence the different phases of a change process within a company. The two key objectives for participants in this simulation are:
 - To win the commitment of all members of the organization with respect to a specific change project.
 - To provide members with the necessary skills and knowledge.
- Change Management, as reflected in this simulation, involves all sub-systems in an organization like: processes, information systems, corporate culture, and above all, people.
- The simulation provides a wide variety of influence factors that can serve as triggers for change within the sub-systems. The Change Manager can choose up to 30 interventions to influence the process of change.
- Available in English and German.

TOPSIM – Project Management

- TOPSIM – Project Management is a management simulation that represents a realistic model for project planning and development within a company.
- The simulation enables participants to employ the Critical Path Method (CPM) to plan activities on a project.
- It focuses on key areas like project management, risk management, calculation, and the attempts to improve participants' decision-making process.
- Available in English and German.



TOPSIM – Entrepreneurship

- TOPSIM – Entrepreneurship is an entrepreneurship simulation.
- Participants are faced with the responsibility of starting, from ground-up, a manufacturing business, for instance, one that produces and distributes specialty and customized recreational goods.
- The goal of this simulation is to impart knowledge of key business management principles and an understanding of the interrelationships between various business functions with specific reference to entrepreneurship.
- The simulation takes participants through the different phases such as examination of the idea, creation of a business plan, foundation, and market entry.

TOPSIM – Global Challenge

- TOPSIM – Global Challenge is a strategy simulation that highlights the opportunities and threats for companies operating globally.
- TOPSIM Global Challenge simulates a business environment spread across five geographies around the world. Each participating team is based in one of the five regions and faces challenges unique to that environment that require them to make decisions based on local market considerations.
- Participants can also explore expansion strategies for their respective companies through co-operation with others, by acquiring other companies, and by creating new companies. As the simulation progresses, a sixth geography opens up for business.
- The simulation covers the different functional areas of Sales and Marketing, Procurement, Production, Finance, and HR.

TOPSIM – Production Startup

- TOPSIM – Production Startup simulates the start-up of a company in the production industry.
- In this simulation, participants have to make strategic decisions in the context of challenges that are typical of a startup company. While participants will make decisions across various business functions, the simulation focuses on the production function.
- The simulation covers the typical phases involved in a production startup such as initial feasibility research; preparation of a business plan; startup decisions regarding choice of location, loans, staffing; and critical decisions regarding market entry and business operations.



License conditions for TOPSIM Simulations

TOPSIM Simulations licenses are available for purchase in two forms:

- Company licenses (Multi-company licenses on request), as well as
- University licenses (and similar institutions).

Company licenses are valid for company-wide use. University licenses are campus licenses.

The license price includes one free spot at a Train-the-Trainer-seminar (instructors' training session). Please refer to our Web site for dates.

Delivery and service

- Software is delivered accompanied by extensive documentation, including
 - Participants' manual
 - Instructor's manual
 - Teaching material
- Free Update Service: New versions with modifications, slight expansions, or possible corrections are provided automatically and free of charge.
- Tata Interactive System's hotline/support service assists with problems that might occur in the course of a seminar. It is also available free of charge, and support in the evening and on weekends can be arranged.
- Tata Interactive Systems also conducts 'Train the Trainer' workshops for instructors.
- An Annual Users Meeting is held to learn from experiences of other TOPSIM users.

TOPSIM Simulations are modular programs usually deployed in a 2–3 day workshop. At the workshops, an instructor acts as the coordinator of teams, controller of environment variables, and an educator to help teams interpret results and reports. For geographically dispersed participants, TOPSIM can also be played over the Web as an online workshop. Furthermore, TOPSIM Simulations are available as off-the-shelf products and in customized formats.

About Tata Interactive Systems

Tata Interactive Systems GmbH, formerly Tertia Edusoft GmbH, designs and develops a range of management simulations, TOPSIM—the #1 simulation product in Germany. TOPSIM has been successfully implemented in business education and professional training for more than twenty years, and is currently being used by more than 150 leading global corporations.

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Interested? Contact us via email, phone, or fax for more information.



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