Business Simulation - Course 120

Technology Producer and Retailer

ABOUT THE SIMULATION

In this simulation - participants take on the executive leadership role of a technology producer and retailing company (TechTabs Ltd). Within their teams, they must craft a strategy to take the company into the future and maximise shareholder value.

Each leadership team is also responsible for the execution of that strategy within a challenging external environment, while balancing the effects on the company's internal environment.

CONCEPTS IN THE SIMULATION

- ◊ Marketing and Sales
- ◊ Operations Management
- ◊ Procurement
- ◊ Human Resource Management
- ◊ Finance
- ◊ Public Relations Management
- ◊ Collaboration
- ◊ Leadership
- ◊ External Environment Analysis

LEARNING OBJECTIVES

◊ Demonstrate understanding of fundamental business acumen concepts.

◊ Work as part of a team in a high-pressure envirnment to achieve business success.

◊ Analyse financial and other related data to diagnose problems and identify opportunities faced by the company.

◊ Practise your leadership and collaboration skills.

◊ Make sound and informed decisions.

◊ Have FUN!

DETAILS

Course run: On client request
Requests: info@learningsims.co.za
Duration: 1.5 - 2 days
Level: 1st line managers to Executive

The course content to can be adjusted for the level of participants and organisational needs.

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34 FAIRWAY GLEN, 499 5TH AVENUE, FLORIDA GLEN, 1709, RSA
m: +27 82-047-9544 | t: +27 11-477-5374 | f: +27 86-577-5070
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Business Simulation - Course 121

Pharmaceutical Company

ABOUT THE SIMULATION

In this simulation - participants take on the executive leadership role of a pharmaceutical company operating in Africa. Within their teams, they must craft a strategy to take the company into the future and maximise shareholder value. Each leadership team is also responsible for the execution of that strategy within a challenging external environment, while balancing the effects on the company's internal environment.

The simulation starts with the participants having to analyse country and health care data from six countries based on geographies of interest in Africa. They then move to allocating resources in line with their strategy execution and reaction to the environment. The simulation has different business units dealing with innovative medicines, generic medicines, eye care and over-the-counter medicines.

CONCEPTS IN THE SIMULATION

- ◊ Market Choices
- ◊ Operational Resource Allocation
- ◊ Budget Focus Activities
  - ◊ Field Force
  - ◊ Advertising & Promotion
  - ◊ CSI Focus
- ◊ Special Improvement Projects
- ◊ Public Relations Management
- ◊ Collaboration & Leadership
- ◊ External Environment Analysis

LEARNING OBJECTIVES

◊ Understand business models for different business units.

◊ Understand the main criteria and factors to be considered and trade-offs to be made when choosing to enter diverse markets.

◊ Understand the impact of business decisions on key performance indicators when tasked with managing across business units with different business models.

◊ Analyse financial and other related data to diagnose problems and identify opportunities faced by the company.

◊ Practise your leadership and collaboration skills.

DETAILS

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Business Simulation - Course 122

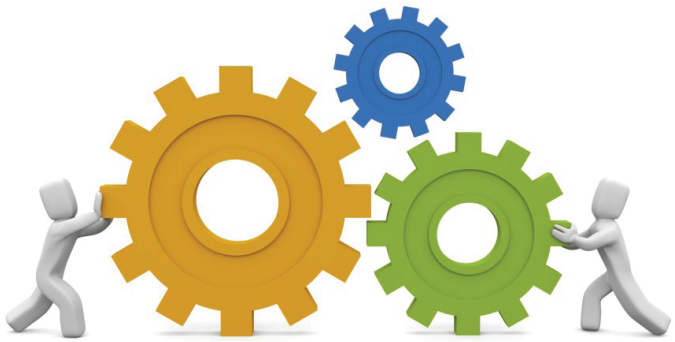
Motor Dealership

ABOUT THE SIMULATION

In this simulation - participants take on the role of the management team of a motor dealership. The team must balance the challenges and requirements of the different departments.

The dealership has five departments: New vehicles, Used vehicles, Service, Parts and Finance & Insurance.

The challenge is to run the whole dealership profitably.



CONCEPTS IN THE SIMULATION

- ◊ Marketing and Sales
- ◊ Forecasting Accuracy
- ◊ Operational excellence
- ◊ Human Resource Management
- ◊ Cross department collaboration
- ◊ Internal capability development
- ◊ Leadership
- ◊ External Environment Analysis

KEY PERFORMANCE INDICATORS

The following are some of the KPIs in the simulation:

- ◊ Accummulated Profit
- ◊ Repair Order Fill Rate
- ◊ Technician Utilisation
- ◊ Gross Profit Margin
- ◊ Current Ratio
- ◊ Cash Conversion Cycle
- ◊ Customer Satisfaction

LEARNING OBJECTIVES

◊ Demonstrate understanding of fundamental business acumen concepts.

◊ Balance the needs of differing business models on the overall performance of the dealership

◊ Analyse financial and other related data to diagnose problems and identify opportunities faced by the company.

◊ Practise your leadership and collaboration skills.

◊ Make sound and informed decisions.

DETAILS

Course run: On client request
Requests: info@learningsims.co.za
Duration: 1.5 - 2 days
Level: 1st line managers to Executive

The course content to can be adjusted for the level of participants and organisational needs.

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