



Workshop

“Role of Business Simulations for Marketing in COVID 19” (10th Jan 2022 to 14th Jan 2022)

**Organised By: Prof. (Dr.) Swaroop Mohanty and Prof. Manas Ranjan Mishra
CV Raman Global University, Bhubaneswar**

Venue: **Online**

Registration Link: <https://forms.gle/mhk2v3ng3sGGNQy4A>

For more information Contact @ **Marketing Club, CGU**

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Marketing Management Simulation

Cesim Marketing develops the understanding and command of the whole marketing decision-making process.



CASE SCENARIO

The marketing simulation game consists of eight customer segments in two market areas and a maximum of six different smartphone products that can be offered to the markets simultaneously. In order to encourage unique strategy creation and execution, participants start their companies fresh without any operations history.

Participants are provided with a decision making tool that helps them to try and practice with different scenarios as well as analyze the outcomes of their decisions and projections. In addition, the simulation generates a range of reports that will help the teams to analyze and benchmark their own performance against their competitors.



PARTICIPANT TASKS

A significant part of the decision making challenge is to actively manage the product portfolio by matching both qualitative and quantitative features of products with the selected target segments' preferences. Moreover, pricing, promotion and channel selection need to be set based on the segments' preferences. In addition, teams manage the after sales and research and development decisions.



KEY LEARNING AREAS

The marketing game simulation covers marketing topics including product life cycle management, segmentation, positioning, distribution channel investments, advertising budget allocation, after sales services, pricing, sales forecasting, marketing research, competitor analysis, research and development, and profitability.



KEY SUCCESS FACTORS

The essence of Cesim Marketing simulation is to mirror a fast developing smartphone market that is driven by short product life cycles and innovation; where constant attention to core competences, timely product development, segmentation, positioning, and marketing communications are the keys to success.



EXPECTED OUTCOME

As an outcome of the marketing strategy simulation game, participants will fully comprehend the different parts of the marketing decision making process, their relationship with each other, and their impact on the company's overall results. In addition, participants will gain invaluable experience in teamwork and problem solving.



AVAILABLE LANGUAGES

English, French, German, Italian, Lithuanian, Mandarin Chinese, Portuguese, Romanian, Russian, Spanish, Turkish



The most intuitive business simulations

All Cesim Business Simulations are built on an easy-to-use, scalable and highly automated online platform that allows instructors to run their courses on any web browser from anywhere, anytime.

Business, Strategy and Management Simulations

When you would like to increase participant engagement and hands-on business learning in your course.



Cesim Global Challenge has been designed to improve the understanding and knowledge of the complexity of global business operations in a dynamic, competitive environment.



Cesim Service is a service based business simulation that integrates the functional areas of HR management, capacity management, pricing and marketing.



Cesim Project has been designed to capture the essence of project management in a collaborative and competitive environment.



Cesim Firm is a product based business simulation that integrates the functional areas of production, marketing and logistics.



Cesim Marketing develops the understanding and command of the whole marketing decision-making process.

Industry Specific Simulations

When your course or training requires the setting of a particular industry.



Cesim Hospitality is an interactive and fun learning environment that improves the participants' business competencies and employability.



Cesim Bank facilitates the understanding of the front and back office operations of a bank, and their interaction in a competitive environment.



Cesim Power is a browser-based power utility management simulation that combines the dynamics of power markets, production, and risk management.



Cesim Connect is a telecom operator simulation where teams manage mobile, broadband and entertainment services for residential customers and communications and IT services for corporate customers.



Cesim Retail includes strategic and tactical pricing decisions, promotion campaigns, procurement and inventory management, store layout, operating hours, staffing, and cash flow management. Participants are in charge of one store or a franchise with multiple stores in a seasonal environment.

Custom Business Simulations

When you need a Business Simulation tailored specifically to the needs of your course or training.

Examples: Steel, Packaging, Real Estate Management, Public Broadcasting, Contract Manufacturing.



Strategy & International Business Simulation

Cesim Global Challenge improves the learners' understanding and capabilities of running global business operations of a firm in a dynamic, competitive environment.



FOCUS

Strategic management, international business, business policy.



USED IN

Strategy, international business, and capstone courses at advanced undergraduate and graduate levels. Executive MBA programs and in-house corporate trainings.



CASE SCENARIO

Participants manage a global technology company through technological and market evolution. They operate in three global regions with different customer preferences, growth rates, currencies, taxes, and tariffs. Four different technology generations evolve during the simulation rounds.



PARTICIPANT TASKS

Learners plan and implement global demand-supply strategy for three markets and two production areas, including in-house and contract manufacturing network. Research and development for new technologies and product features forms the backbone for their long-term strategy and product life-cycle management. They will manage international taxation through transfer pricing and control liquidity and capital structure.

Optionally, they can also manage corporate social responsibility and human resources for research and development.



KEY LEARNING AREAS

Technology-based product road maps and global market and production strategies. A range of concepts from various management-related disciplines: economic, political, financial, human resources, accounting, procurement, production, logistics, research and innovation, and marketing.



KEY SUCCESS FACTORS

Success is measured and compared by both operational and financial key indicators. The ultimate indicator in the simulation is the return to the shareholders, which consolidates all the key success factors into one measurable criterion that can be used to compare the performance of each team.



EXPECTED OUTCOME

Better understanding of the complexity of global business operations in a dynamic competitive environment. Comprehension of each of the management-related disciplines and the financial implications of the strategic and operational decisions. Invaluable experiences in teamwork and problem solving.



ADAPTABILITY

Cesim Global Challenge international business strategy game offers powerful user-level customizability and modularity options that allow it to be adjusted for different target groups and experience levels. In addition, the system permits the instructors to create and modify their own cases with personalized market outlooks and storyline.



AVAILABLE LANGUAGES

English, French, Hungarian, Italian, Lithuanian, Mandarin Chinese, Portuguese, Romanian, Russian, Spanish, Turkish.



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|  <p>cesim
GLOBAL CHALLENGE</p> | <p>Cesim Global Challenge has been designed to improve the understanding and knowledge of the complexity of global business operations in a dynamic, competitive environment.</p> |
|  <p>cesim
SERVICE</p> | <p>Cesim Service is a service based business simulation that integrates the functional areas of HR management, capacity management, pricing and marketing.</p> |
|  <p>cesim
PROJECT</p> | <p>Cesim Project has been designed to capture the essence of project management in a collaborative and competitive environment.</p> |
|  <p>cesim
FIRM</p> | <p>Cesim Firm is a product based business simulation that integrates the functional areas of production, marketing and logistics.</p> |
|  <p>cesim
MARKETING</p> | <p>Cesim Marketing develops the understanding and command of the whole marketing decision-making process.</p> |

Industry Specific Simulations

When your course or training requires the setting of a particular industry.

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|  <p>cesim
HOSPITALITY</p> | <p>Cesim Hospitality is an interactive and fun learning environment that improves the participants' business competencies and employability.</p> |
|  <p>cesim
BANK</p> | <p>Cesim Bank facilitates the understanding of the front and back office operations of a bank, and their interaction in a competitive environment.</p> |
|  <p>cesim
POWER</p> | <p>Cesim Power is a browser-based power utility management simulation that combines the dynamics of power markets, production, and risk management.</p> |
|  <p>cesim
CONNECT</p> | <p>Cesim Connect is a telecom operator simulation where teams manage mobile, broadband and entertainment services for residential customers and communications and IT services for corporate customers.</p> |
|  <p>cesim
RETAIL</p> | <p>Cesim Retail includes strategic and tactical pricing decisions, promotion campaigns, procurement and inventory management, store layout, operating hours, staffing, and cash flow management. Participants are in charge of one store or a franchise with multiple stores in a seasonal environment.</p> |

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Retail Store Management Simulation

Cesim Retail puts the participants in charge of a store or a franchise with multiple stores in a seasonal environment.



FOCUS

Retail industry, store management, retail marketing, consumer behavior.



USED IN

Various marketing courses, retail management courses, franchise operations courses.



CASE SCENARIO

The default case is based on running a single convenience store or a multi-store franchise in different demographic areas. Each simulation round corresponds to one quarter of a year and seasonality is an important decision-making factor.



PARTICIPANT TASKS

In competition with other teams, participants manage procurement and inventory, pricing, advertising, and promotion campaigns across different product categories. In addition, the simulation includes modules for operational and strategic decisions such as store layout, operating hours, staffing, loyalty programs, store remodeling, new store locations, and cash flow management.



KEY LEARNING AREAS

During the rounds participants experience how consumer preferences and competitor actions influence pricing and profitability, interlinks between procurement, inventory levels, and cash flow management, utilization of permanent and temporary staff in seasonal variations, store layout and store remodeling impact to sales, and capital appraisal for new store locations.



KEY SUCCESS FACTORS

The essence of the Cesim Retail simulation is to mirror the operations of a typical retail store or franchise, tie together multiple business concepts and allow for a successful execution of alternative strategies. The simulation is designed to reward those who can best identify underlying trends, analyze competition, and successfully formulate a winning strategy. Success of the teams is presented with multiple industry-specific indicators, customer reports, operational reports, and financial reports.



EXPECTED OUTCOME

Participants develop capabilities in formulating, implementing, and adapting business strategies and decisions in a competitive environment.

In addition, they will enhance their fact-based decision-making skills and improve their financial knowledge through linking operational decisions to cash flows and bottom line performance.

The simulation exercise also gives practical experiences in team-work and problem solving, and excites competitive spirits in a dynamically evolving marketplace.



ADAPTABILITY

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AVAILABLE LANGUAGES

English, French, Simplified Chinese, Finnish.



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