

Business and Finance Simulation

8 – 9 March 2012
Helsinki

Cesim Oy
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Introduction of the module

This workshop helps participants to approach different managerial problems using shareholder value -driven decision making principles. It also develops participants' knowledge in core areas of business, including finance, marketing, management, and strategy. The workshop is based on an interactive business simulation that puts the participants in the helm of global, technology intensive business operations in dynamic competitive environment. The training is offered in cooperation with Henley Business School and Cesim Oy

Participants work in teams and take the perspective of one of the members of a new management team which is taking over the running of a global technology company in the fast-paced 21st century operating environment. Teams will develop and execute strategies for their simulated company operating in the USA, Asia, and Europe. The simulation is fun and challenging, and it will require intensive teamwork in order to effectively develop and implement a competitive strategy over the course of the simulation.

The simulation integrates a range of concepts from various management-related disciplines, including economic, political, financial, accounting, procurement, production, logistics, research and innovation, and marketing.

Teams' success is measured and compared by both operational and financial key indicators, including market share, net profit, return on capital, return on equity, earnings per share, capacity utilization rate, production scrap rate, to name but a few. 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.

The use of the simulation is done with an on-line platform that provides flexibility and independence of the delivery formats. Simulation can be equally well used in class-room as it can be used virtually and in blended formats. The process of using the simulations is effective and hassle-free. Participants only need a computer with internet connection and a browser. There are no needs for any software installations and use of our simulation does not introduce any additional vulnerability to the IT infrastructure.

Agenda



DAY 1

8.30	Coffee
9.00	Setting the scene Introduction to the simulation
10.00-10.15	<u>Break</u> Practice round decision-making and analysis of results
12.30-13.30	1. round decision-making <u>Lunch</u> 1. round results analysis and food for thought: <i>Profitability analysis</i> 2. round decisions
14.45-15.00	<u>Break</u> Analysis of 2. round results and food for thought: <i>Marketing mix effectiveness</i> 3. round decisions
17.00	End of Day 1

DAY 2

8.30	Coffee
9.00	Analysis of 3. round results and food for thought: <i>Principles of valuation</i> 4. round decisions
10.15-10.30	<u>Break</u> Analysis of 4. round results 5. round decision-making Final results and wrap-up
12.30-13.00	End of Day 2 <u>Lunch</u>

Please note this is a preliminary schedule. The actual number of rounds can be between four and six, depending on the participants pace during the workshop.

“Food-for-thought” discussions are based on the team’s activities in the simulation and those discussions will help the participants to apply the learning points from the simulation to their own work.

Information about the trainer

Mr Veijo Kyösti, Cesim Oy

Veijo has extensive experience in simulation-based learning and his vision is to facilitate the simulation-based training becoming of de-facto standard in corporate and university programs. As one of the early adopters in the field, he has successfully implemented Nordic-wide business simulation training events for managers in all Nordic countries already in the early 90's.

Veijo Kyösti joined Cesim Oy (www.cesim.com) in 1997 and currently holds the position as Managing Director. Prior to Cesim, Veijo was a financial controller and a liquidation trustee.

Relevant experience

Business simulation training experience since 1992. Conducted simulation-based training for managers at various levels. Client companies include, e.g., Nokia, Pirelli, Metso, Siemens, HP, Nordea Bank, Huhtamäki, Fortum, Vimpelcom, Mobile TeleSystems, Ericsson, UPM-Kymmene.

Veijo has also conducted business simulation courses as a visiting lecturer at SDA Bocconi in Milan, Moscow State University, Helsinki University, Helsinki School of Economics, Copenhagen Business School, Stockholm School of Economics in Riga, and now also at Henley Business School in Finland.

Education

MBA (1995) from the University of South Carolina (major in corporate finance and minor in international business) and M.Sc. in economics (1997) from Helsinki School of Economics (major in financial accounting and minor in economics).