

An Experiential Learning Workshop

BUSINESS BASICS with **ÖKONOMIKUS_{TM} basics**

On the fundamentals of management

This one-day management-training program is designed for managers of all levels who wish to reinforce their basic management skills. It provides participants with the conceptual framework and analytical methods of modern management practices, emphasizing resource optimization and increasing overall effectiveness. This course is not a lecture, it is about active learning! Participants will get hands-on

experience through simulation of a business. Small teams of participants run simulated companies and manage their enterprises taking decisions relating to purchasing, production, R&D, marketing, sales and finance.

They will have to improve key financial ratios as profitability, efficiency and effectiveness and will manage liquidity and budgets, they have to evaluate the

company's opportunities and manage resource distribution within the company.

Increasing company overall value through effective management is the main goal in this training.



Key learning points for this challenging workshop:

- Operational planning— How to determine company objectives based on available resources.
- Marketing plan—Market analysis, setting target market share base on operational objectives
- Corporate Financing—Learn the basics of internal and external financing
- Resource optimization—Effective distribution and utilization of resources within the company.
- Results analysis—setting the base for continuous improvement
- Cross-Departmental management

The following management tools/skills will be practiced in the workshop:

- Basic business plan and feasibility study
- Balance sheet, efficiency analysis
- Break-even point calculation
- Cost accounting
- Cash flow planning/management
- Income statement, cost and profit analysis
- Marketing strategy/planning
- Cross-Departmental communication, coordination and cooperation.



The method

This course uses experiential learning method and is delivered with game solution ag's proprietary technology, the **ÖKONOMIKUSTM basics** business simulation. During the course:

- 2-5 participants per team, taking up different management roles including CEO, CFO, Sales & Marketing Director and Operation Director taking over a simulated manufacturing company with the task of successfully managing it over a period of several financial years.
- The business is physically represented as a model on a game board. The various decision-making levels are R&D, Purchasing, Marketing, Sales, Finance and Accounting.
- Economic forecasts will be available to help the participants to make management decisions.
- All participating teams will be competing against each other in a competitive market environment.



Target groups:

- ◆ Senior business managers who needs to analyze and evaluate company strategies from **Big Picture** view.
- ◆ Departmental managers who has cost/profit budgeting responsibilities.
- ◆ Business and technical employees in sales and marketing departments.
- ◆ Product managers and employees in product development and product research
- ◆ Management Trainees

Training date: January 18, 2007, 9 AM to 4:30 PM

Language: English with Chinese Translation

Trainer: Arslan Dorman, Ph.D.

Venue: The German Centre,
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