

# IPFM - Business Simulation

Online

Understanding roles of Management

***Industry-Production-Finance- & Management***

**Qualification / Training  
for Students of Business & Management  
& co-workers in middle management**

## ***Objectives***

*This Simulation is designed as Online-Training and Coaching to make Business easy to learn. This Simulation will train Business-Students and Co workers in middle-management where to do financial management-decisions and how these decisions will influence the overall business performance of an industrial company. Participants will get familiar with financial planning, financial management, investment decisions, value drivers, financial reports and accounting.*

## **Content**

The Simulation will transfer the basis knowledge of Business-planning and management. Understanding the logic of Balances, income statement, accounting, financial report, report policy cash-flow statement, key ratios or performance indicators are in focus of the qualification-focus. Participants will also understand how reports can be modified and designed in their outside appearance within a business strategy.

## **PROCEEDINGS OF THE Simulation / single using or use in groups**

With the moment of starting the simulation, participants are set in the position of managing director in a production-company. Participants can be single-persons or groups. Individuals have to manage the simulation on his own. Groups could share their liabilities. Trainer & Teachers could initiate a competition between groups. After a short while, the participants have to start analyzing the business-Situation and make a plan for future. Later, decisions in different fields of business have to be done. Price-Production-Finance-Marketing and others. Successful management is measured by a score. High-score can be reached by expanding sale and profit.

**Simulation – Development:** -Prof.Dr.Udo Müller. Professor for general Management and international Management at SWISS University of applied sciences - (**Languages:** English – German – other Languages are in development)

**Contact and participation:** via E-Mail