

# IPFM Business - Simulation

Online - **Understanding financial based routes  
of Management**

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



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

*Professional qualification level*

*Company: Certificate Course*

*University : Master / Bachelor*

*Subject assignment in the lecture context (subject)*

*- Accounting*

*- Financial Fundamentals*

*- Controlling*

*- Cost and Management & Accounting*

*online*

*The IPFM simulation is an online-based software.*

*Application conceptualised as a business game*

*interactiv*

*Participants make decisions based on simulated business situations.*

*The financial consequences are calculated and presented.*





## ***Game target***

***The goal of the game is to achieve the best possible operational success. In this context, financial success have particular importance.***

## ***Qualification goals***

### ***Learning objective I***

***Recognition of the informational value of financial ratios for the assessment of the company's situation.***

### ***Learning objective II***

***Understanding of accounting and profit determination***

### ***Learning objective III***

***Knowledge of operational and financial interrelationships***

### ***Learning objective IV***

***Understanding of key figures of liquidity, profitability, inventories***

### ***Learning objective V***

***Ability to interpret financial ratios in a targeted manner***

### ***Learning objective VI***

***Ability to find problems in different management decision areas, based on key figures, in order to identify possible solutions.***

## *Easy learning*

*The IPFM simulation is an online-based software designed for easy learning of financial interrelationships and general management.*

## *Learning through play*

*The IPFM simulation is designed to convey complex economic relationships in a fun and playful way.*

## *Realistic learning*

*The IPFM simulation puts participants in a real problem-solving challenge*





## *Visual experience*

*Seeing what you do - The memory-psychological technique of visualisation facilitates remembering knowledge details.*

## *Emotional - Experience*

*Concrete connection to action - from a learning psychology perspective, the emotional connection has a reinforcing and prolonging effect on the memory of learned knowledge*

## *Motivating - Experience*

*With the incentive of high scores and/or competitions exist a valuable tool for the better absorption of knowledge.*

*Motivation serve a learning-psychological preconditioning in order for higher quality of information intake*



## ***Sustainable***

### ***Learning expertise***

***by using learning psychology tools, the IPFM simulation consolidate the expertise of finance-based management sustainably (longterm).***

### ***Learning expertise with experience***

***Solving problems through one's own experience is one of the most effective (didactic) methods of acquiring knowledge.***



## ***Management - decisions***

***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.***

## ***get familiar with financial management***

***Participants will get familiar with financial planning, financial management, investment decisions, value drivers, financial reports and accounting.***

***Basic - Business Knowledge***

***The Simulation will transfer the basis knowledge of Business-planning and management.***

***Logic of Financial statements***

***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.***

***Modify statements in accordance to strategy***

***Participants will also understand how reports can be modified and designed in their outside appearance within a business strategy.***





*directly CEO*

***With the moment of starting the simulation, participants are set in the position of managing director in a production-company.***

*Individual – in group – or competition*

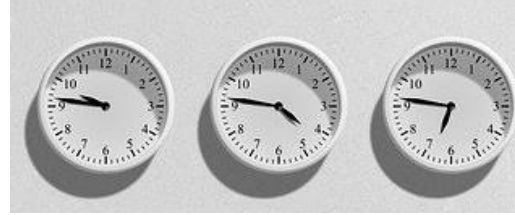
***Participants can be single-persons or groups. Individuals have to manage the simulation on his own. Groups could share their liabilities. Trainer & Teachers could initiate a competition between groups.***

*direct analyse and decide*

***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 be done. Price-Production-Finance-Marketing and others.***

*high score*

***Successful management is measured by a score. High-sore can be reached by expanding sale and profit.***



*development*

*In recent years developed by Prof.Dr.Udo.Müller  
- Prof. for general Management and international  
Management*



*contact*

*For questions, organization and individual training contact  
Prof.Dr.Udo.Müller*

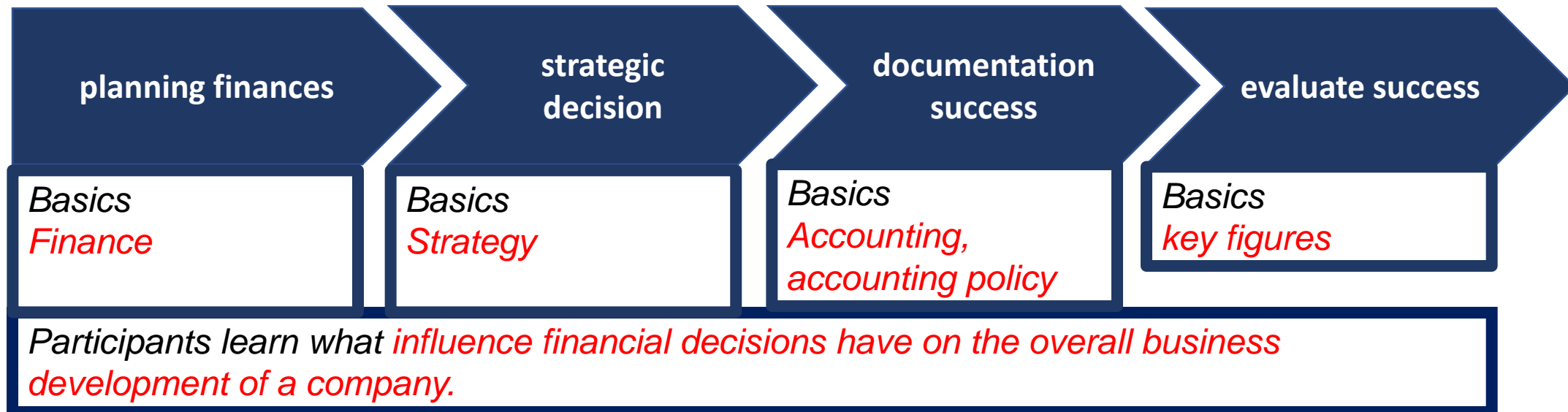
*participation*

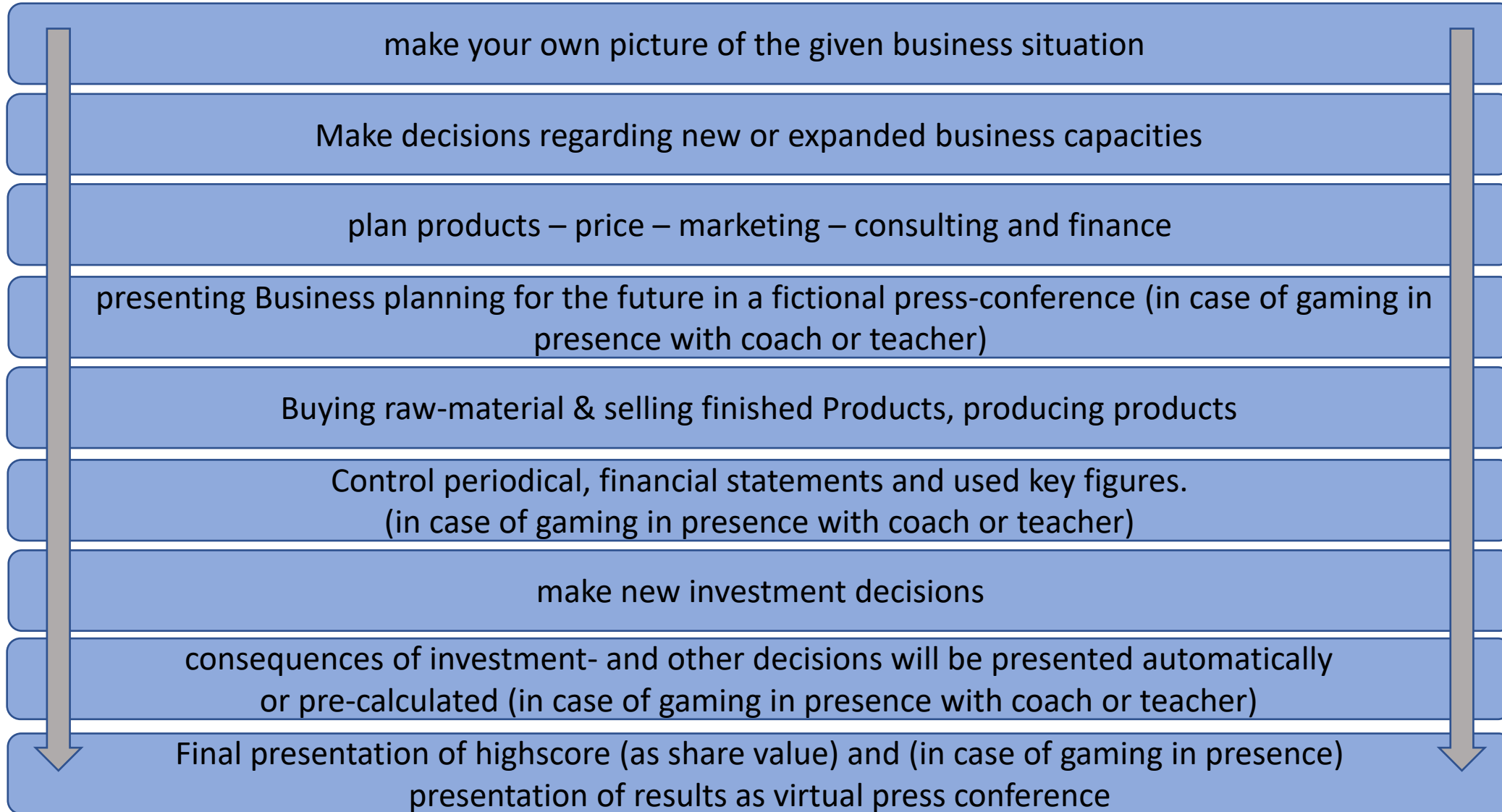
*Contact Prof.Dr.Udo.Müller to get Licence-code.*

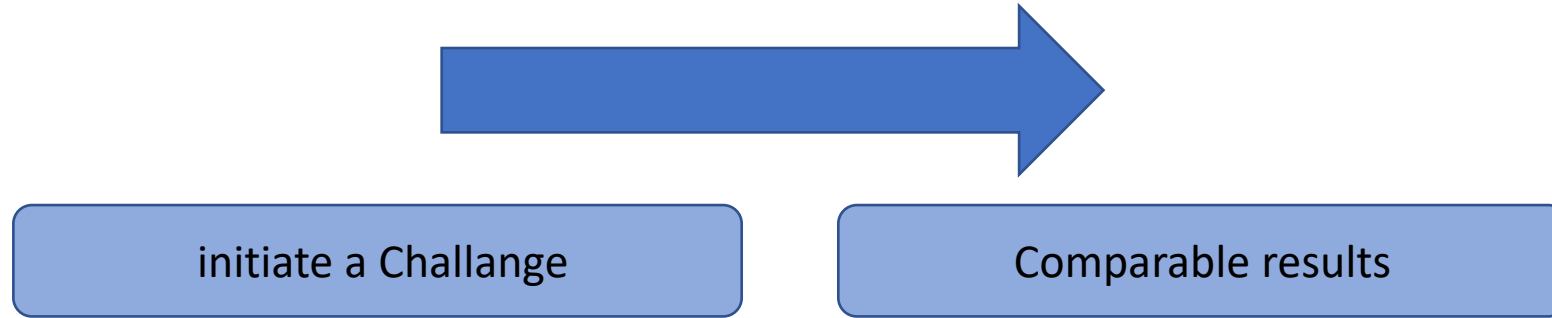
*Duration participation: in general 4 weeks or according to  
individual licence*



Understand the basics  
of the financing according to value chain







*Make decision for products*

*product variations can be produced*

*development-costs and sales-prices may vary*

*products are subject to different market expectations*

## IPF - Manager Simulation - Periode 0

Linie Liquidität Marketing Qualitätssicherung F&E Berater

Kurzfristiger Kredit 29589



Langfristiger Kredit 21132



Wertpapiere handeln 67130



Beteiligungen handeln 34100



*Decision for production*

*Option for investment in new production technology and various capacity*

*Option for financing mashines & real-estate: purchase or lease*

## IPF - Manager Simulation - Periode 1

Linie Liquidität Marketing Qualitätssicherung F&E Ber



Neues Produkt auf den Markt bringen?



Name des neuen Produkts?

origami3

In welchem Segment soll es vermarktet werden?

Hochpreis  Niedrigpreis

Welche Maschine soll für die Produktion des neuen Produkts

Basic  Medium  Exzellent

Soll die Maschine gekauft oder geleast werden?

leasen  kaufen



Maschine E  
Preis: 4000  
Leasingrate  
Kapazität: 3  
Platzbedarf:  
Lieferzeit: 3  
Wartungsk  
Versicherung

*Decision for finance*

*Decide for credit : long-term or short-term credit*

*Decide for buy or lease fixed assets*

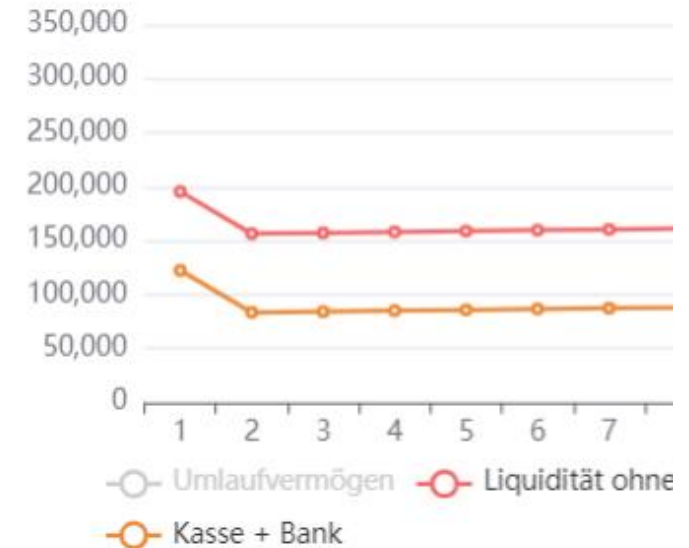
*Decide for external participation on profit*

*Decide for buying or selling shares at stock-exchange*

## IPF - Manager Simulation - Periode 18

Aktienkurs Umsatz Cash Flow Gewinn Kapazitäten Liqu

### Liquidität





*Decision in marketing*

*Option for investment in Marketing (better market-position)*

*Decision for consulting*

*Option for investment in coaching (better profitability in general)*

*Decision for R & D*

*Option for investment in Research and Development (better competition-position)*

*Decision for QM*

*Option for investment in Quality*

## IPF - Manager Simulation - Periode 18

Linie Liquidität Marketing Qualitätssicherung F&E Berater

Marketing intensivieren 0



*Check return on...*

*different options of calculating different “return on...” allow to interpret profitabilities: return on sales / return on equity / ...*

*Check liquidities...*

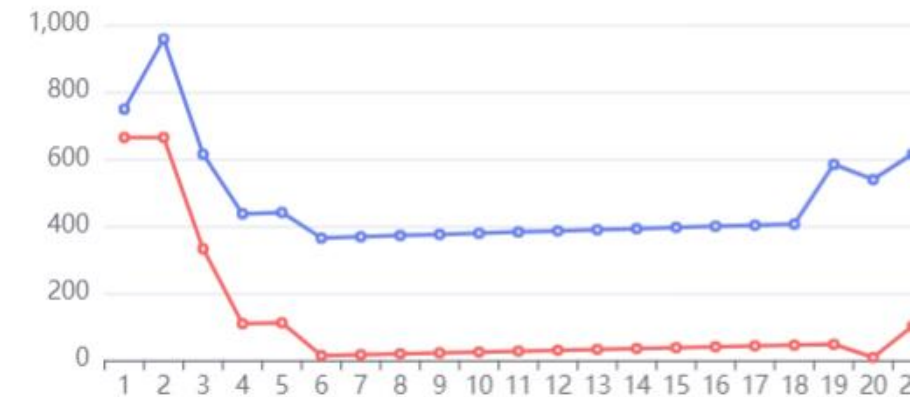
*different options of calculating different “liquidity ...” allow to interpret liquidities: liquidity I/ liquidity II / III / liquidity-ratio I/II/III/IV ...*

## IPF - Manager Simulation - Periode 29

Aktienkurs Umsatz Cash Flow Gewinn Kapazitäten Liquidität Fremdkapital Kapitalherku

### Gewinn nach Steuern

EAIT EBIT



language: English or German ..

# Check performances ---- IPFM – Online --- Business-Simulation

Check cash-flows...

different options of calculating different “cash flows ...” allow to interpret success: Cash-Flow I/II/III/IV ...

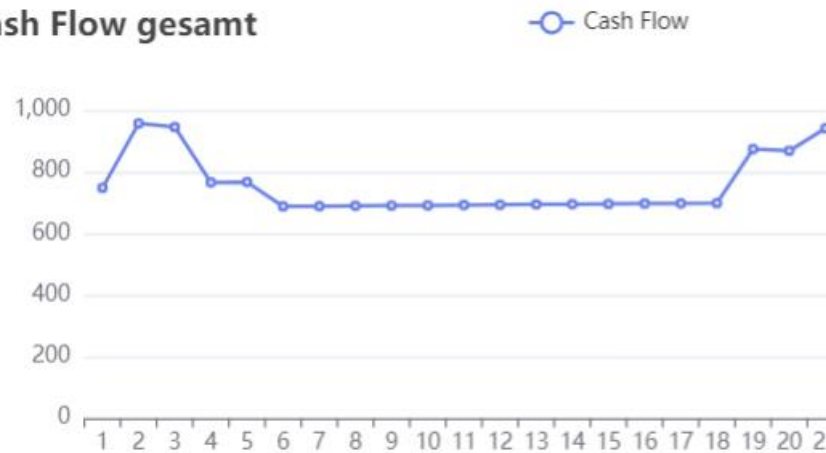
Check profits...

different options of calculating different “profits...” allow to interpret success: profit on sale / EBIT / financial earnings

## IPF - Manager Simulation - Periode 29

Aktienkurs Umsatz Cash Flow Gewinn Kapazitäten Liquidität Fremdkapital Kapitalherkun

### Cash Flow gesamt



## IPF - Manager Simulation - Periode 29

Balance GUV Performance

Bilanz		Periode: 29	
Aktiva		Passiva	
<b>Anlagevermögen</b>		<b>Eigenkapital</b>	
Immobilien	4.601	Stammkapital	100.000
Maschinen	31.940	Beteiligungen	92.600
Fuhrpark	1	Gewinnrücklagen	0
Einrichtungen	1	Gewinnvortrag	24.289
		Gewinn nach Steuern	647
<b>Anlagevermögen</b>	<b>36.543</b>	<b>Eigenkapital</b>	<b>217.536</b>
<b>Umlaufvermögen</b>		<b>Fremdkapital</b>	
Material	0	Rückstellungen	0
Fertigproduktlager	939	Langfristiger Kredit	77.718
Wertpapiere (kurzfristig)	27.340	Kurzfristiger Kredit	88.143
Forderungen	900		
Bank	314.270	Verbindlichkeiten	330
Kasse	3.896	Steuern	162
<b>Umlaufvermögen</b>	<b>347.345</b>	<b>Fremdkapital</b>	<b>166.353</b>
<b>Bilanzsumme Aktiva</b>	<b>382.888</b>	<b>Bilanzsumme Passiva</b>	<b>382.888</b>

language: English or German ..

*Check costs...*

*different options of interpretation and vary “costs” loans, depts, interests, material, rent, leasing, tax and a lot of other types...*

## IPF - Manager Simulation - Periode 41

Balance GUV Performance

### GUV

#### Umsatz

Löhne  
Materialverbrauch  
Wartung  
Qualitätssicherung  
Rüstkosten  
Miete und Leasing  
sonstige Kosten

#### Kosten verkaufter Waren

#### Gewinn verkaufter Waren

Versicherung  
Transportkosten  
Marketingkosten  
Verwaltungskosten  
Beraterkosten  
Produktentwicklung  
Forschung  
Abschreibung auf UV  
Abschreibung auf AV

#### Gemeinkosten

#### Gewinn vor Zins&Steuer (EBIT)

Zinszahlungen  
Zinseinnahmen

#### Gewinn inkl. Finanzergebnis

Ausserordentliche Kosten  
Ausserordentliche Einnahmen  
Steuern auf Gewinn

#### Gewinn nach Steuern

language: English or German ..

with IPFM-Simulation

deep insights in financial and general management

**You like to take part?**

**academic help & contact ?**

**Prof.Dr.Udo.Mueller !**