



**COMPANYGAME**

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## **Business Simulators**

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## 1. Standard courses descriptive sheet

Here you will find a descriptive sheet of the standard courses we propose.

Name	Time	Methodology	Type/Area
Keys on business management	25 hours	Blended	Team - Competitive
Services/Product Marketing	30 hours	Online	Individual - Competitive
Company Internationalization – Option 1	30 hours	Online	Individual - Competitive
Company Internationalization – Option 2	30 hours	Online	Team - Competitive
Economic-Financial Management Anual Vision.	20 hours	Online	Individual – Non-Competitive
Economic-Financial Management Multi-anual Vision.	25 hours	Online	Individual - Competitive
Economic management on the process of growth	25 hours	Blended	Team - Competitive
Keys on Business start-up	48 hours	Blended	Team - Competitive

## KEYS TO BUSINESS MANAGEMENT

### Who is that targeted to?

Business-men, managers and SMEs managers.

### Objective of the course:

Understanding of the keys to business management on a globalized environment, the need to computerize a competitive information system and the challenges companies affront on an ever changing market.

The operational objectives of the program are:

- To have a general idea of business management on a dynamic environment and an ever changing market.
- To develop an efficient model of Analysis and Business Planning (objectives and guidelines).
- To optimize the decision making process to reach the sustainability of the company on middle-term and long-term time basis in a highly competitive environment.
- To understand the importance of the business dashboard and the key indicators.

### Syllabus

- Macro-economic scenario and segment/competitive environment.
- Keys of the business transformation on a globalized environment.
- Production of the Business Plan: diagnosis, objectives, priorities and operation plan.
- Competitive management for the company. How to generate competitive advantages?
- Implementation of the comprehensive dashboard
- Risk and Financial management in highly-competitive changing environments.

### Business simulator

- Type: Team
- Area: Competitive
  - BusinessGlobal

### Methodology

- Blended: 9 hours online + 16 hours in-person (2 days).
- Commitment: 25 hours
  - Know- Conceptual Framework: 4 hours
  - Understand: 7 hours
  - Compete: 12 hours (4 decision-making periods – 3 hours each period)

- Grow – summarize: 2 hours
- Tutorial: invigorate participants, answer questions, encourage to improve results.

### **Access requirements**

- 5 years of experience on business management (Management, department responsible)
- Preferably, to have completed other courses on the platform.
- Access test before the admision to the course.

### **Evaluation**

- Evaluation Test for the itinerary.
- To overcome the stablished score minimum score for the Company Value.
- Performance and use of the in-person sessions.

### **Available Ressources**

- Contents Handbook
- Glossary
- Encouragement (welcome)
- Tutor to answer questions
- Access to other courses or contents of the platform.

### **Performing Time**

- 4 weeks

### **Group's size**

- Up to 30 students

## MARKETING OF SERVICES OR PRODUCTS

### Who is that targeted to?

Managers and Head director son the areas of marketing or sales

### Objective of the course:

The objectives of the course are to understand the keys of marketing both of services and products, to identify the decision-making factors having a bigger impact on these two areas of marketing and to implement the main management indicators.

The objectives of the program are:

- To have a general idea of marketing management and its impact on the company's results.
- To develop an efficient model of Analysis and Business Planning (objectives and guidelines).
- To make the most of the marketing politics in different competitive environments.
- To understand the importance of the business dashboard and the key indicators.

### Syllabus

- Main trends on the market.
- Market segmentation: potential, attractiveness and preferences.
- Marketing Plan: Key decision areas and main indicators.
- Company's Strategy and implications on the Marketing pattern.
- Consumer's marketing and marketing to the channel. Keys to digital marketing.
- Marketing politics: Product, Price, Políticas de marketing: Producto, precio, push/advertising and distribution.

### Business Simulator

- Type: Individual
- Area: Competitive
  - InnovaHotel
  - TechCompany

### Methodology

- Online: 30 hours online
  - Know – Conceptual Framework: 8 hours
  - Understand - Plan: 6 hours
  - Compete: 12 hours (4 decision periods – 3 hours each)
  - Grow– summarize: 4 hours

- Tutorial: invigorate participants, answer questions, encourage to improve results.

### **Access requirements**

- Basic knowledge of business management
- Three years experience on Senior Management, marketing/sales department manager.
- Access test before the admission to the course.

### **Evaluation**

- Evaluation Test for the itinerary.
- To overcome the stablished score minimum score for the Company Value.
- Performance and use of the in-person sessions.
- Assessment session on the in-person meetings.

### **Available Ressources**

- Contents Handbook
- Glossary
- Encouragement (welcome)
- Tutor to answer questions
- Access to other courses or contents of the platform.

### **Performing Time**

- 4 weeks

### **Group's size**

- Up to 30 students

## COMPANIES INTERNATIONALIZATION

### Who is that targeted to?

Business-men, managers and SMEs managers.

The objectices of the program are:

#### Objective of the course:

To understand the keys to internationalization of companies, to identify the key decision areas involved in the process and to implement the key indicators.

- General view of business management.
- Understanding of the trouble generated by internationalization.
- Planning the objectives and performance guidelines.
- Business strategy adjustment to the markets.
- To understand the importance of the business dashboard and the key indicators.

### Course contents

- Challenges and business internationalization oportunities.
- To understand the new markets and segment environments.
- To evaluate the potential of the markets.
- Plan the objectives and guidelines on internationalization.
- To evaluate the capacities of the organization on the internationalization process.
- Implementation of the general dashboard.
- Risk and financial management on internationalization processes.

### Business simulator

- Type:
  - Option 1: individual
  - Option 2: team
- Area: Competitive
  - Global2020

### Methodology – Option 1

- Online
- Commitment: 30 hours.
  - Know – Conceptual Framework: 8 hours
  - Understand - Plan: 6 hours
  - Compete: 12 hours (4 decision-making periods – 3 hours each)
  - Grow – summareize: 4 hours
- Tutorial: invigorate participants, answer questions, encourage to improve results.

## **Methodology – Option 2**

- Blended: 9 hours online + 16 hours in-person.
- Commitment: 30 hours
  - Know - Conceptual Framework: 8 hours
  - Understand - Plan: 6 hours
  - Compete: 12 hours (4 decision-making periods – 3 hours each)
  - Grow – summarize: 4 hours
- Tutorial: invigorate participants, answer questions, encourage to improve results.

## **Access requirements**

- 5 years of experience on business management (Management, department responsible)
- Preferably, to have completed other courses on the platform.
- Access test before the admission to the course.

## **Evaluation**

- Evaluation Test for the itinerary.
- To overcome the stablished score minimum score for the Company Value.
- Performance and use of the in-person sessions.
- Assessment session on the in-person meetings.

## **Available Ressources**

- Contents Handbook
- Glossary
- Encouragement (welcome)
- Tutor to answer questions
- Access to other courses or contents of the platform.

## **Performing Time**

- 4 weeks

## **Group's size**

- Up to 30 students



## **ECONOMIC-FINANCIAL MANAGEMENT. MULTIANUAL VIEW.**

### **Who is that targeted to?**

Business-men, managers and SMEs managers.

### Objective of the course:

The objectives of the course are to understand the keys of marketing both of services and products, to identify the decision-making factors having a bigger impact on these two areas of marketing and to implement the main management indicators.

The objectives of the program are:

- Concepts and tools for economic-financial management.
- Impact on the main business decisions about the company's results and its balance.

### **Syllabus**

- Main concepts of economic-financial management.
- Main economic-financial management tools
- Sources of Short-Term funding.
- Budget and operation forecasts.
- Treasure and banking tools expectations.
- Key economic-financial Ratios.
- Evaluation of results and learnt lessons.

### **Business simulator**

- Tpe: Individual
- Area: Non-competitivo
  - Hotel Virtual II
  - Corbatul

### **Methodology**

- Online
- Commitment: 20 hours
  - Know- Conceptual Framework: 4 hours
  - Understand: 8 hours
  - Compete: 6 hours (3 decision-making periodes – 1,5 hours each
  - Grow – summarize: 2 hours
- Tutorial: invigorate participants, answer questions, encourage to improve results.

### **Access requirements**

- Basic knowledge of business management
- Three years experience on Senior Management, marekting/sales department manager.

- Access test before the admision to the course.

### **Evaluation**

- Evaluation Test for the itinerary.
- To overcome the stablished score minimum score for the Company Value.
- Performance and use of the in-person sessions.

### **Available Ressources**

- Contents Handbook
- Glossary
- Encouragement (welcome)
- Tutor to answer questions
- Access to other courses or contents of the platform.

### **Performing Time**

- 5 weeks

### **Group's size**

- Up to 50 students

## ECONOMIC-FINANCIAL PLANNING. MULTIANUAL VIEW.

### Who is that targeted to?

Business-men, managers and SMEs managers.

### Objective of the course:

Understanding of the keys to business management on a globalized environment, the need to computerize a competitive information system and the challenges companies affront on an ever changing market.

The objectives of the program are:

- Concepts and advanced tools for economic-financial planning.
- Impact of the main business decisions on the company's results and its balance.
- Dashboard and understanding of the key indicators.

### Syllabus

- Different investment types: immobilized, intangible and working capital.
- Main concepts of economic-financial management.
- Main economic-financial management tools
- Future scenarios: variables and hypothesis.
- Development of the operation and balance forecasts.
- Patterns and ratios of evaluation and investment.
- Risk management on economic-financial planification.
- Key economic-financial and assets ratios.

### Business simulator

- Type: Individual
- Area: Competitive
  - InnovaHotel
  - Global2020
- **Methodology**
- Online
- Commitment: 25 hours
  - Know- Conceptual Framework: 6 hours
  - Understand: 8 hours
  - Compete: 9 hours (3 decision-making periodes – 3 hours each period)
  - Grow – summarize: 2 hours



- **Access requirements**

- Basic knowledge of business management
- Three years experience on Senior Management, marketing/sales department manager.
- Access test before the admission to the course.

**Evaluation**

- Evaluation Test for the itinerary.
- To overcome the established score minimum score for the Company Value.
- Performance and use of the in-person sessions.
- Assessment of the virtual results session for all the participants.

**Available Ressources**

- Contents Handbook
- Glossary
- Encouragement (welcome)
- Tutor to answer questions
- Access to other courses or contents of the platform.

**Performing Time**

- 7 weeks

**Group's size**

- Up to 24 students

## FINANCIAL MANAGEMENT OF THE BUSINESS GROWTH PROCESS

### Who is that targeted to?

Business-men, managers and SMEs managers.

### Objective of the course:

Understanding of the keys to business management on a globalized environment, the need to computerize a competitive information system and the challenges companies affront on an ever changing market.

The objectives of the program are:

- To have a general view of the economic-financial management.
- Concepts and advanced tools for business management.
- Main funding sources. Banking funding products.
- Impacto n the main business decisions on the results of the company and its balance.
- Business dashboard and understanding of the main key indicators.

### Syllabus

- Business planning in complex environments. Future scenarios: variables and hypothesys.
- Financial implications on business growth.
- Risk management on growing processes.
- Budget and operation forecasts on a short and long term.
- Main tools for economic-financial planning.
- Principales fuentes de financiación a medio y largo plazo.
- Resolución de desfases financieros y planes de contingencia.
- Comprensión del cuadro de mando integral.

### Business Simulators

- Type: Team
- Area: Competitive
  - HotelCompany
  - Business21

### Methodology

- Blended: 9 hours online + 16 hours in-person (2 days).
- Commitment: 25 hours
  - Know- Conceptual Framework: 4 hours
  - Understand: 7 hours

- Compete: 12 hours (4 decision-making periodes – 3 hours each period)
- Grow – summarize: 2 hours
- Tutorial: invigorate participants, answer questions, encourage to improve results.

### **Requerimientos de acceso**

- Basic knowledge of economic-financial concepts.
- 5 years of experience on business management (Management, department responsible)
- Preferably, to have completed other courses on the platform.
- Access test before the admision to the course.

### **Evaluation**

- Evaluation Test for the itinerary.
- To overcome the stablished score minimum score for the Company Value.
- Performance and use of the in-person sessions.

### **Available Ressources**

- Contents Handbook
- Glossary
- Encouragement (welcome)
- Tutor to answer questions
- Access to other courses or contents of the platform.

### **Performing Time**

- 4 weeks

### **Group's size**

- Up to 30 students

## KEYS ON BUSINESS START-UP.

### Who is that targeted to?

Business-men, managers and SMEs managers.

### Objective of the course:

Understanding of the keys to business management on a globalized environment, the need to computerize a competitive information system and the challenges companies affront on an ever changing market.

The objectives of the program are:

- General view about business management
- New business evaluation: products/services, processes, technology
- Concepts and main tools on economic-financial management.
- Guidelines to present and defend projects in front of investors and banking institutions.
- Developer team: capacities and team development.

### Syllabus

- Steps on new business creation. Keys to Success.
- Objective, contents and requirements on Business Planning.
- Trends on the market and methods to new opportunities identification.
- Techniques and tools to new business innovation.
- Economic-financial management tools.
- Budget and funding needs forecasting.
- Keys to new business launching.
- Key skills to success on new business advertising.

### Business simulator

- Type: Team
- Area: Competitive
  - FitnessGym

### Methodology

- Blended: 32 hours online + 16 hours in-person.
- Commitment: 48 hours
  - Know- Conceptual Framework: 10 hours
  - Understand: 24hours
  - Compete: 9 hours (3 decision-making periods – 3 hours each
  - Grow – summarize: 5 hours



- Tutorial: invigorate participants, answer questions, encourage to improve results.

### **Access requirements**

- Middle training on economic-financial management.
- Basic knowledge on economic-financial management.
- 5 years of experience on business management (Management, department responsible)
- Preferably, to have completed other courses on the platform.
- Access test before the admission to the course.

### **Evaluation**

- Evaluation Test for the itinerary.
- To overcome the stablished score minimum score for the Company Value.
- Performance and use of the in-person sessions.

### **Available Ressources**

- Contents Handbook
- Glossary
- Encouragement (welcome)
- Tutor to answer questions
- Access to other courses or contents of the platform.

### **Performing Time**

- 6 weeks

### **Group's size**

- Up to 30 students



**“The biggest risk is not taking any risk. In a world that is changing really quickly, the only strategy that is guaranteed to fail is not taking risks.”**

Mark Zuckerberg

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