



"The BSG opened my eyes to all the factors that come into play when dealing with world-wide economy."

Business Strategy Game

A Global Business Simulation

April 7, 14, 21, 2005

- Learn by doing and run your own business
- Understand how executives make high-level decisions
- Increase your business savvy
- Test strategies in a simulation - not in your business

UNIVERSITY OF 
Cincinnati

Executive Education
College of Business

Business Strategy Game: A Global Simulation

Dates: April 7, 14, 21, 2005

The **Business Strategy Game (BSG)** is a simulation that helps managers understand and experience top-level decision-making. The business simulation teaches business principles and helps managers to make better business decisions. The Business Strategy Game is a three day program conducted in three separate, one-day sessions. This gives participants a chance to meet between sessions to refine their strategy.

Participants form teams to run companies that compete against each other in the marketplace. Each company in the industry is managed by a team of participant/players who must match their strategic wits against the other company teams; competition is head-to-head. Typically each team is comprised of 3-5 participants who manage a \$100 million dollar organization in the simulation.

Teams work together to run their companies and make several business decisions simulating about six operating years. Based on each operating year's results, teams then adjust their strategy and submit new decisions to improve the team's company performance. In each decision year, teams are ranked based on several variables. After each set of decisions each team receives a feedback report which ranks their company's performance in the global market, and compares the company to other teams in session. Teams see how their decisions affect sales, profitability, stock price, market share, and other factors. For each decision year, teams are challenged to a conduct competitive analysis and develop and execute a strategy that will propel the company into a prominent and profitable position in the global market. The teams are in a head-to-head competition striving for industry leadership.



Each of the team's companies have plants to operate, a work force to compensate, distribution expenses and inventories to control, capital expenditure decisions to make, marketing and sales campaigns to wage, a web site to operate, sales forecasts to consider, and ups and downs in exchange rates, interest rates, and the stock market to take into account. As a result, the simulation requires a variety of decisions. The simulation helps future leaders to understand how top-level strategic decisions are made.

Companies manufacture and sell their product in branded markets in North America, Asia, Europe, and Latin America, in addition to competing for supplying private-label footwear to North American chain retailers. Products can be sold through any or all of three distribution channels: independent footwear retailers, company-owned and operated retail stores, and direct sales made online.

"The simulation gave me a better understanding of the overall effect that various business decisions can have on company performance. Also, a deep appreciation for the level of skill needed to successfully manage any business enterprise in today's world."

"The BSG allowed me to see more global decisions in the company and gain an understanding of the 'why' and the competitive issues facing the company. It allowed me to gain more appreciation and understanding of initiatives in my own company that were never understood before"

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Your Instructor

Dr. Charles Matthews will conduct the simulation. Dr. Matthews is an internationally recognized scholar and innovative teacher in the field of entrepreneurship. His teaching and research interests include: strategic management; small, entrepreneurial, and family-owned ventures; and leadership succession in family/private held firms.



His research has been published in the Journal of Small Business Management; the Journal of Small Business Strategy; Entrepreneurship & Regional Development, Frontiers of Entrepreneurship Research, Family Business Review, and The Center for the Quality of Management Journal. He has been quoted in numerous publications including The Wall Street Journal, Industry Week, Business Week, and Inc. He was a regular columnist on small business and entrepreneurship for The Cincinnati Post from 1998-2001.

An award winning teacher, Dr. Matthews has taught over 5,000 students ranging from freshmen to doctoral students to executives, from individual instruction to classes of 540. He has facilitated over 400 faculty-guided, student-based field case studies and has served as a consultant to numerous organizations including many family businesses. In addition to his consulting practice, Dr. Matthews has entrepreneurial and family business experience in the photographic, automotive, and real estate industries. An educational entrepreneur as well, he is the founder of the UC Center for Entrepreneurship Education & Research in 1997, which was named one of the top 50 Entrepreneurship programs in the U.S. in 2001 (Success magazine).

Who Should Attend

The Business Strategy Game is designed for middle managers and emerging leaders in all companies. Participants come from small businesses, government, non-profit organizations, mid-sized companies, and Fortune 1000 firms. The program is recommended for managers who want to improve their management and leadership skills as well as their business knowledge.

We recommend a minimum of four participants from different functional areas to create an intact team. Some of the best teams have had a person from Finance, Marketing, Operations or Manufacturing, and Supply Chain, Quality, and HR. This allows participants to assume functional expertise in the management of their new company during the simulation. At a minimum teams should have at least two participants. You will then have the option of remaining as a two-person team, or pairing with two other participants from a different company.

Course Details

\$1295 per person or \$4995 per team of four. Public seminars includes all materials, parking, lunches, on the UC Clifton Campus. On-Site sessions, pricing and discounts are available for multiple teams. For details or registration, call Phill at 513-556-7186, or visit our web site at: <http://execed.uc.edu>, or e-mail us at execed@uc.edu

More comments from recent participants . . .

- *"Gave us a better understanding of how decisions and competition impact financial outcome."*
- *"The BSG required multidimensional thinking far beyond what I typically do day-to-day."*
- *"Taught me how every decision made by senior management affects the entire company. Made me look at every facet of a company not just the sales arena that I am used to."*
- *"Reminded our team to think of the big picture and where we wanted to go."*
- *"It was a great too to allow our team to discuss our own companies and the different direction each is going."*
- *"It was a good introduction to strategic thinking, business analysis from an all-inclusive standpoint (marketing, production, finance, operations, etc.) I can't think of a more effective tool."*

Please register the following participants for the Business Strategy Game

Name	Title	E-mail	Phone

3 EASY Ways to Register

By Phone - (513) 556-7180. By Fax - (513) 556-6044. By Mail - Fill out the form and mail with your check or purchase order.

Bill Company

Due to limited enrollment, please reserve your space by registering today with the following billing information.

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University of Cincinnati
PO Box 210177
Cincinnati OH 45221-0177

Fax To

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513-556-6044

Registration Confirmation

Confirmation letters and pre work will be emailed, mailed or faxed after payment information is received. A map and/or directions, as well as exact room location, will be included with your confirmation letter.

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"The BSG opened my eyes to the interdependent dynamics of a company. It clearly displayed the value of having a well conceived and well implemented strategy."

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