

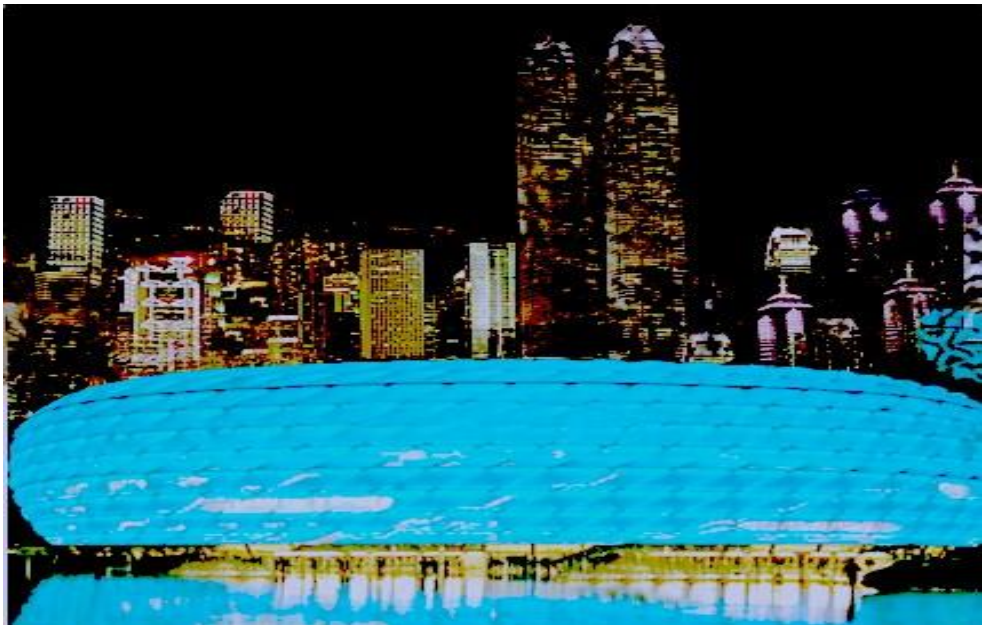
THE BUSINESS SIMULATORS LIVE IN THE MANAGEMENT ARENA

on

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WHERE REAL VIRTUALITY BECAMES KNOWLEDGE

SIMULATIONS

Business Simulation & BusinessGamesOnLine

The today business world requires advancement in a more comprehensive, dynamic and multifunctional perspective; **simulation based learning is a unique place where participants can be immersed in a real experience to understand, practice and measure the new requirements.**

The protected environment of the simulators emphasizes the active learning approach and facilitate an operative exchange of knowledge with trainers and colleagues.

In this continuous process, participants are strongly focused on the **connection between management decisions and business results** developing and monitoring **skills, judgment capacity and confidence, exploring diverse perspectives, developing styles.**

The philosophy of BusinessGamesOnLine (**BGOL**) is to give the possibility to use **the widest selection of simulations built from real companies** and developed with top managers in a high variety of industries.

The **web portal is targeting towards managers, professionals and entrepreneurs.**

BGOL simulations combines a collaborative learning environment with a results-focused and an action-oriented perspective: such simulators have been used since 2006 in **Schools of Management, Corporate Universities, Companies, Change management programs, Programs** on specific patterns from general management to sales, from marketing to retail, from program management to the supply chain.

Fulvio Ulessi

Partner and Designer



Improve Skills, Knowledge, Behaviours

DEVELOPMENT ACTIVE LEARNING TO ENHANCE MANAGEMENT PRACTICE AND BUSINESS PERFORMANCE

Through the simulations managers develop their analytical skills needed to identify frame and solve complex business problems.



The experiential approach :

Ensures memory retention and transferability of knowledge and skills across business disciplines, industries, cultures and contexts.

Improve the confidence to make relevant business decisions in an uncertain and competitive environment.

Maximize the impact of the skills and knowledge to drive fundamental change in organizations.

In the BGOL environment it is guaranteed a multidimensional approach where it is possible to **link theories and best practise for all the phases of the strategic process, from analysis to measure performances.**

WHAT IS ABOUT ?

CONCEPT

BGOL mission is to inspire today and tomorrow managers and business professionals, wherever they are, whatever industry they work in, wherever they want to go to.

With **more than 20 years of experience** in simulation based management education, is one of the leading designer and provider of advanced learning opportunities.

BGOL offers all the available simulations to its partners, trainers, schools of management, companies, managers, entrepreneurs.

Structure of a Simulation

The dynamic-case-method is one of the most effective tools for teaching management especially to practicing managers and high potentials.

The real virtuality of the BGOL cases offers **multiple levels of learning**, compelling participants to identify relevant issues and to apply practical business lessons to their own companies.

The approach integrates several learning **procedures, materials and documents**:

- Simulation (which represents the dynamic business environment)
- Supporting guided materials (trainers and players manuals)
- Learning materials (key learning focus)
- Guided demos (dynamic slide movies)
- De-briefing sessions (guidelines of the plenary sessions)
- Groups interaction (consulting team support guidelines)
- Learning pills (slide shows or spreadsheet)
- Qualitative tests (during or after the program)

	Price	Sales of Product (Q1)	Sales	Production
Revenue	2400000	2400000	2400000	
Cost of production	1100000	420000		
Market	1300000	1980000		
Production	1800000	1980000		
Administrative	1700000	1100000		
Promotional	1000000	1000000		
Activation	1000000	1000000		
Other	1000000	1000000		

HOW IS IT STRUCTURED ?

Applications

All the simulation are fully available on line. Due to this, the ones listed in the portal can be used in an extremely wide variety of applications.

- Self standing programs (from half day up to 5 days)
- Long term integrated programs (up to 12 months)
- Individual coaching programs
- Distance/ blended programs
- Business conventions
- Mini cases study

The available simulations can be adapted to business courses according to the specific objective, the time available, the level of participants, the contents, the language used.

It is necessary **only a web connection** to access into the BGOL virtual environment and start with the session !



WHERE TO USE THEM ?

WHO BENEFIT

For experienced managers and professionals from both public and private sectors who are striving to reach top leadership positions.

The broad number of simulations and the different level and content does not allow to identify only one specific type of audience.

BGOL has been developed for managers, professionals and entrepreneurs not to forge only leaders but persons who can manage and integrate themselves in a complex business environment **becoming actors of the change.**

The great effort is to finalize the process on the **“WHAT TO DO”**; investigating and discovering how to **do the right things in a business environment.** The list of specific aspects where to focus can include:



- Broaden knowledge
- Adopt a businesswide perspective
- Build new capabilities
- Recognize & rationalize situations, data, indicators for real life
- Advance strategic decision making capabilities
- Deepen understanding of organizational dynamics
- Enlarge vision
- Improve the design and implementation
- Drive change
- Discover solutions in a cross fertilization environment
- Going far beyond basic skills, theories, and frameworks
- Discover and develop talents
- Re-create roles as generalists
- Build capabilities for leading cross-border teams across functions and countries
- Become effective strategists, organization builders, and leaders
- and a lot more...

WHO BENEFIT ?

HOW TO USE IT

Learning Session



Dynamic simulators presents a **specific business situation** where the attendees interact via a set of decisions and actions.

In the companies virtual replica, **each team of participants explores the real information to find its own solution** in a process including the data analysis, strategies structure, execution design, decision taking, control performance system definition, results evaluation, tactics adaptation and enhancement.

The program is **cycled along a series of periods** finalized to the specific objective of the learning course.

The simulation is mainly used by groups of participants in competitive environments. The **knowledge participants gain in group discussions** is huge; they benefit both from the trainers support and the active exchange with colleagues (when used in the same company) or with other professionals (who enrich with the experience of different cultures, sectors or functions).

The **comparison between the different approaches** of the teams involved contributes to the discussion of determining the best practices process.

All the simulations provide **specific relevant performance indicators** which guide the program and measure the results; also if there is a team performing better than the others, **the goal is to win the learning challenge** and not the competition with the other groups or persons who are involved in the same scenario.

To reach this goal, **the ultimate secret of the success is represented by mentors, coaches and teachers** who support the participants in the full process.

Asseprim
Asseprim Virtual Talent Supporto Contatti

Virtual Talent
Viene presentato Virtual Talent 2011 il vincitore che ottiene la maggior performance da ShopNET. Elementi di valutazione sono Profitto, Fatturato e Qualità di servizio.
La classifica è stilata in % rispetto al miglior risultato di tutte le sfide organizzate ogni Università, accademico alla Fondazione per Alessio.

Le Demo Guide di ShopNET
Le Informazioni (Le basi per assicurare)
Le Decisioni (Le azioni per assicurarsi)
Le Test delle Competenze (Le azioni per assicurarsi)
Le Virtù (Saperimenti a carico)
I Risultati (Come valutare le performance) pubblicabili dopo l'invio delle abilità

HOW IS THE SIM PROCESS ?

Logistics

Every trainer, tutor, teacher and participants has a **personal access to the BGOL web portal**; the personal access allows to enter into the web-arena and to use all the materials and tools which support every program.

To become an effective and powerful trainer, experts trainer need less than a 2-day specific program.

- Adopt standard materials (manuals, learning pills, slide shows, spread sheets)
- Upload on-line personal materials
- Send materials and messages globally or to teams and single participants
- Monitor access
- Evaluate constantly performances
- Use specific cause-effect maps to link decisions to performances
- Use communication system

The on-line portal facilitates the use in distance learning program or blended long term programs; for this reason it is also available the web seminars platform <http://businessgamesonline.webex.com> for webinars and team support.

This is extremely helpful for international in-company masters.

The screenshot displays the 'Meeting Center' interface for 'My WebEx'. The left sidebar contains a navigation menu with the following items: 'Request Host Account', 'Attend a Meeting' (expanded), 'Browse Meetings', 'Unlisted Meeting', 'Register', 'Host a Meeting', 'Set Up', and 'Support'. The main content area is titled 'Browse Meetings' and features a search bar with the text 'Search for meetings by host, topic, or words in the agenda:' and a 'Search' button. Below the search bar are tabs for 'Today', 'Daily', 'Weekly', and 'Monthly', with 'English : A' on the right. A date selector shows 'Wednesday, November 30, 2011'. There are two checkboxes: 'Show past meetings' (unchecked) and 'Show only meetings that require registration' (unchecked). Below these are columns for 'Time', 'Topic', 'Host', and 'Duration'. At the bottom, a message states: 'No meetings are either scheduled or in progress.'

HOW TO MANAGE A SESSION ?

Related Programs

There is a list of simulation which are divided for specific sector or areas: **General Management, Marketing, Operational, Sales, Retail, Trade, Finance.**

They are available in English and Italian; see the list to explore more about the content and the mostly used electives.

You can use them inside your courses with your internal trainers, your trusted consultants, with BGOL experts or tutors.

Suggested Electives:

- The Functional Integration (approach to Systemic View) - Based on Euronet
- Basics in (service) Marketing - Based on the Hotel simulation
- Advanced Marketing - Based on the Millennium Airlines sim
- The Sales Pipeline Organization - Based on the SuperSeller Advanced
- The Supply Chain fundamentals - Based on the Supply Chain sim
- Finance for non specialists - Based on the Vertical sim
- Basics of Management for technicians – Based on ShopNET
- The problem solving approach – Based on EuroShop (or Hotel for services)
- Managing a sales area – Based on VAM-Virtual Area Manager
- The success of a Project – Based on the @-game
- The Value Positioning – Based on EuroNet
- Re-invent your enterpreunership – Based on Vertical

To know more about this programs or try them get in contact with:

info@businessgamesonline.com



WHICH SUGGESTED ELECTIVES ?

The BGOL EXPERIENCE

Aag Stucchi, ABB, Absolute-North, Abv, Acamar Shipping, Accenture, Acse, Acts, Adam Patterson, Adidas-Group, Aermacchi, Alenia, Aethra, Agipko, Aia-Spa, Aida-Europe, Airluquide, Alamweb, Alcatel, Alcoa, Alfawassermann, Alfresco-Awnings, Alice, Alitalia, Allbecon, Allendebebra, Almaweb, Alpenboys, Altieri, Altroconsumo, Alvieromartini, Amadeus, Ambrosetti, Amgen, Amiat, Amm, Ammsr, Amr research, Amsa, Andreafasoro , Angelini, Angeloviti, Apioi, Apricot, Arcolavori, Arin, Armandugon, Arnerbank, Arnet, Aronsrl, Arctasna, Ascocnc, Asi, Asm-Ricerche, Asseprim, Asseprim, Asu, Atesonline, Atlas, Att, Aub, Auchan, Aurora Assicurazioni, Autostrade per l'Italia, Avenance, Aviogroup, Aviousa, Avon, Axis-Electronics, Azetalub, Banca, Banca Opi, Banca Roma, Banco Frances, Banco Galicia, Banex, Bank of Cyprus, Barilla, Basf-V-I, Bassetti, Bausch, Baxter, Bcube, Bedini, Bench, Benelux, Berloni, Bice, Bic Sardegna, Bigpond, Bih, Blogger, Blueline, Blueyonder, Bmgroup, Bms, Bnfl, Bnl Multiservizi, Boaron, Bobstgroup, Bol, Marelli, Bologna-Airport, Bolton Alimentari, Bonanza, Bonduelle, Bonfiglioli, Bps-Suisse, Braskem, Bresnan, Brightview consulting, British Nuclear Group, Brusadelli, Bsci, Bt, Bticino, Btinternet, Buby, Buondi, Buptis, Business, Businesslinksolutions, Business-Smart, Butlerboe, Bwconsulenza, Valbruna, Cabot-Corp, Caltanet, Calzolarisrl, Cam, Camst, Canali, Canonarg, Cantab, Captha, Careas After Sport, Carel, Carglass, Carisbo, Carrefour, Cartasi, Casappa, Casino de la Vallee, Castaspell, Cat, Cattini, Cavagnagroup, Ccci, Cdc, Ceam, Cefla, Ceglie, Celaschispa, Celestica, Cemon, Centro Commerciale Giotto, Ceramichelea, Cesab, Cesma, Ceur, Cfmt, Cfpfonte, Cgspace, Gucci, Cheapnet, Chiesigroup, Christianpassuti, Ciba, Cibasc, Cicrespi, Cierre, Cimaglobal, Cineca, Cinti, Cisnet, Ciudad, Calvin Klein, Claytopottery, Cnipa, Cobra-Ar, Collegiodimilano, Colt, Cremet, Cramerindustries, Comuicomm, Comteam, Consort, Consulenze Manageriali, Corbetta, Costamp, Coster, Cponline, Cralessandria, Cranfield, Credem, Credicoop, Crif, Cri-Man, Crippa, Crn-Yacht, Csc, Csi Imprese-Ca, Csl Milano, Cvsferrari, Dada, Daiichi-Sankyo, Daimler Chrysler, Daldoso, Dallara, Datacom Informatica, Datalogic, Davide, Dellas, Deloitte, Delphi, Deltacommerce, Denbigh, Dhl, Dialoguelife, Didagroup, Dideco, Dimsi, Università Di Roma, Ditecva, Doradair, Dow, Dr, Dslipiex, Ducati, Monsanto, Ebs, Ecare, Ecipar, Econstat, Eletticità De France, Edipower, Edizpiemme, Education, Education,Mondadori, Edwards, Eg, Einaudi, Elcibao, Electrolux, Elettric80, Elica, Emc, Emisfera, Emmlaw, Enel, Eni Corporate University, Enklab, Eon energy, Eon-Italia, Equasoft, Ericsson, Es, Escpeurope, Esen, Irco, Omron, Etr, Euroflex, Eurogroup, Euronics, Europropulsion, Eurorunner, Euro sales finance, Eurovie, Eusider, Evolution, Ews, Execweb, Exxon Mobil, Fadda, Falck, Fastweb, Fater, Ferplast, Ferrari, Ferrero, Ferretgroup, Ferretti-Yachts, Ferrovie dello Stato, Festo, Festoacademy, Abb, Fiat, Fibertel, Findea, Finmeccanica, Finnat, Finri, Finservice, Flashnet, Flowserve, Flyairone, Fondazione Carisbo, Fracaro, Francoli, Freefreeze, Fructamine, Fss-Police, Furla, Gabetti, Galileo Informatica, Games-Workshop, Gamma, Gapac, Garnerassociates, Gasjeans, Gasmarketing, Gatto, Geasar, Gemeaz, Georgetown University, Geox, Gerdau, Getronics, Giano, Gidi, Giessegroupp, Giminoi, Giovanni Contarini, Gire, Giuda, Giusti, Gkndriveline, Gmcpspa, Gmsistemi, Gmssa, Gmx, Goglio, Granmilano, Grattarola, Greatplacetowork, Grinfor, Gruporable, Gruposei, Gruppoapi, Gruppo Didacom, Gruppo Hera, Gruppo Novelli, Gruppo Pam, Gruppo Tc, Gruppo Temsi, Gsurf, Guaber, Guala Closures, Gucci, Guidant, Gvs, H3g, Hanken, Hantarex, Hayes-Lemmer, Haygroup, Helmut Rauch, Henkel, Hertz, Hxxx, Honegger, Honeywell, Housemusic, Hp, Hse, Htmail, Humangest, Humap, Ico, Icons, Idrapatrimonio-Spa, Ied, Igg, Illegante, Ilsworld, Imal, Imelde, Inail, Inbox, Indamail, Indena, Indesitcompany, Inet, Infineon, Infovia, Inpdap, Inter-Research, Intesa casse del centro, Intranet, Invitrogen, Inwind, Ior, Iperv, Ipsbus, Irlplastgroup, Irsò-Bep, Iseoserrature, Isil, Issottafraichini, Isrud, Itacabre, Italcementi, Itallazuccheri, Italspazi, Itempro, Itp-Agency, Iveco, Jci, Jedi, Jto, Juno, Justice, Kci1, Kesw, Killin, Kingsbrook, Klm, Knowsys, Kodak, Kone, Konsultavimas, Kpmg, Ksb, Lamborghini, Laminerva, Largoconsumo, Lario, Led, Legillumination, Leon, Levantegroup, Level10, Libertyart, Librerie Mondadori, Ligabue, Lilly, Lloydsbank, Lngs, Logosnet, Lombard, Lombardia-Servizi, Lordgrey, Loreal, Lovechioconsulting, Loxam, Lt3, Mac, Madaus, Madecosa, Madventura, Magnaghi Aeronautica, Magneti Marelli, Magnetti, Magnox, Mailblocks, Malmsstrom, Manishbrassparts, Manuel Macchiavelli, Marcegaglia, Marcoavezzano, Marcolin, Marimatic, Markas, Martin, Mat, Mbe, Mceletrici, Me, Medarchiver, Mediaset, Mediaworld, Mediolanum, Medipass, Medtronic, Megalab, Megs, Memc, Memosystem, Merckserono, Meriton, Merloni, Metes, Metsogeda, Mib, Micosbanca, Microsystem, Mida3, Millbrook, Millutensil, Mobicool, Modo-Ntk, Mondadori, Mondolibri, Montebovi, Montenegro, Motivaent, Motovario, Mt distribution, Mts, Mynet, Naserron, Natuzzi, Nch, Negroni, Nelsa, Nelsa, Netscalibur, Netscape, Nettuno, Neuborglass, Neusearch, Neusearch, Nevicolor, Newave, Newfieldsrl, Ngì, Nidec-Ma, Nokia, Nonso, Nordmilano, Northampton Saints, Np, Ntg, Ntn-Europe, Nuovactm, Ode, Ode, Officinebrennero, Officiezucchi, Olivetti, Omgsrl, Opac, Open, Ottimismo, Orange, Orangemail, Osralombardia, Ossind, Otetet, Ottolina, Ousedale, Ousedale, Overnet, Oxon, Ozone, Pago, Palmer-Finance, Panafonet, Panpacific, Panta, Parker, Patsoginasudameris, Paten, Pdfor, Pecom, Pedrali, Pelagus, Pellegrini, Pentland, Perform, Pershing-Yachts, Peugeot, Peugeot-Motorcycles, Pfcì, Phd, Piaggio, Pirelli, Pisa-Airport, Planet, Pm, Pma-It, Pmintl, Polimerieuropa, Polimi, Pop, Poppo, Posteitaliane, Postino, Powell, Power-One, Ppg, Prada, Praxi, Precicast, Prodest, Professionisti-Associati, Pronet, Protecma, Pubitalia, Pucci, Purina, Qdatainformatica, Qlafuente, Q8, Racine, Radcliffe, Rambler, Ratti, Rbs, Rcs, Realemutua, Rediffmail, Regina, Regus, Renicompensati, Rfi, Richmonditalia, Ricoh, Ricordiarte, Rielloboilers, Rimini, Risiprofiles, Riva-Yacht, Robinoegalandrino, Rogers, Roj, Rompani, Rosetti, Rso, Run, Sabancianiv, Sacmi, Saes-Group, Sagat, Sakhalin Energy, Salchirh, Salchirh, Salmson, Sama-Italia, Samp Ingranaggi, Sampspa, Sanpaoloimì, Sapo, Sbcglobal, Sbe, Sbs-Power, Sca, Scai Comunicazione, Schenck Process, Schenkerit, Schering, Schifani, Scmgrow, Scsconsulting, Sda, Sdrossi, Seacon, Seat, Seeber, Seimec Motori, Selspa, Sepyme, Sergiobruno, Sermacspa, Sfsoluzionisrl, Sgm, Shell, Sherwineu, Shire, Siassb, Siboboccole, Siderar, Siemens, Silsis, Sim2, Sitespa, Sixminds, Skoda, Skynet, Sky tv, Sma, Smr, Snobmx, Sodexho, Softerspa, Sogemagv, Soilmec, Sollevante, Som, Sondel, Sorin, Sotral, Spadaro, Spaggiari spa, Spabox, Spcorp, Speedline, Sperling, Ssb, Stageup, Stantonbury, Steiner Creatifs, Steponweb, Stilarte, Stipsa, Stratejika, Stratos, Stsconsulting, SDA Bocconi, Studio, Studio Carozzi, Studio Eco, Studio Mario Silvano, Studioseb, Sudameris, Supereva, Survey, Sviluppoitalia, Sviluppo Italia Basilicata, Svmservice, Tagd, Techint, Tecnologica, Tecnosistemi, Teel2, Telecomitalia, Telefin, Telefonica, Telemovil, Telespazio, Teliasonera, Telkom, Tellabs, Temocons, Temoinformatica, Tenax, Tenotex, Ter, Tema, Terra, Tesco, Tesi, Tesoro, Test, Testispa, Tetrapak, Thecolomergroup, Thermofisher, Thermowatt, Thun, Tichiang, Tifinance, Tinadue, Tintaly, Tntlogistics, Topix, Topmail, Topolutions, Torno, Toshibamachineth, Trafimet, Tre, Trevipark, Trubok, Turismotorino, Tutopia, Uccini, Ug, Ugs, Ukr, Unahotels, Università di Bologna, Università Cattolica, Unicredit Banca, Unicredit Group, Università di Foggia, Unile, Unilever, Università di Palermo, Università di Padova, Unipd, Università di Perugia, Unipol Banca, Università di Verona, Uniword, Unversys, Usa, Vaccarigiiovanni, Valbruna, Valente, Vaziri, Veba-Group, Velux, Veronesi, Vettori, Villanalsumi, Villanova Interactive, Vire, Visiant, Vitre, Vlsi research, Vmc-Industries, Vodafone, Vodafone, Volpon, Vw, Walbro, Wall, Walvoil, Wanadoo, Warnaco, Way-Intl, Wbs, Web, Wella, Whoever, Willocs, Windowslive, Wonderware, Worknetspa, Wp, Wtg, Wwiiol, Xcorsì, X-Factor, Zagnoni, Zani, Zegna, Zip24, Zucchi-group.

WHOSE MANAGERS PARTICIPATED ?