

“Coventry University has been using Cesim Marketing for a number of years. From an instructor's perspective, Cesim Marketing is easy to set up and use, additionally the customizable nature of the software allows us to build our own unique scenarios. This has allowed us to keep up to date with industry trends and challenge students with exciting and new market conditions. Moreover, assessments can easily be built out of the simulator and easily embedded into the learning process, for example, group reports or presentations. The level of service Cesim provides is second to none, the response time to queries is excellent, and the training they provide is thorough. From a student experience perspective, students enjoy the unique approach to learning the simulator offers. Although initially challenging, students quickly pick up the workings of the simulation and begin to develop their strategic marketing skills. In addition to this, the students also develop wider skill sets such as communication and team work, invaluable in today's competitive job market. Overall, I cannot recommend Cesim enough, and I look forward to continuing using their simulations and developing our relationship further.”

Edward Turner
Senior Lecturer



Customer in Brief

Coventry University offers a wider range of undergraduate, postgraduate and research programmes these include MBAs offered in a variety of different subjects. Coventry University has also been accepted as a member of EFMD (European Foundation of Management Development), one of the prestigious association in the field of management, and continue to be an active participant of Association of UK Business Schools. Coventry University has international partnerships with universities in Finland, China, France, and Poland.

Cesim Use

Cesim Project is deployed in the Management of Projects module on the Executive MBA programme. The simulation is spread over three days with other module content delivered alongside. Each cohort typically consists of 20-25 students”