



"In Grenoble, in northern French Alps, winter is coming. And "business game" sessions too. Students have started their programme a few weeks ago. They have already been introduced to several managerial topics. It's now time to provide them a global vision of the company and to support them to understand how the different dimensions (Marketing, Innovation, HRM, Supply Chain, Taxes, Ethics etc.) interact together. To do this, we decided to use a game. We have chosen Cesim Global Challenge several years ago and we play it with our Msc Finance intakes in Grenoble, London and Singapore. These students have great skills, but we need to confront them to a "realistic" game. During four days, students experiment different roles and strategies. At the end, they reach a certain level of results. But most of all, they understand how each team member's role can impact the global result of the company. During previous years, we used to play the game at the end of the programme, in order to "check" that students can organize their skills and knowledge in front of a global situation. This year (2015), we decided to do this at the beginning of the programme. Because it allows students to "fail early" (if they fail, and it is virtual there) and then to re-organize the way they learn and decide according to the roles they have played and situation that they have experimented."

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Professor "Serious Games & Innovation" at Grenoble School of Management



**GRENOBLE
ECOLE DE
MANAGEMENT**
TECHNOLOGY & INNOVATION

Customer in Brief

Founded in 1984, Grenoble School of Management now has over 25,000 alumni throughout the world. Successively accredited by EQUIS, AACSB and the Association of MBAs, Grenoble ranks among the triple-crown schools (only 1% of the world's management schools). As of 2015, Grenoble is the 6th ranked business school in France and its Master in Management (MIB programme) is among the best in the world according to the Financial Times. Its 6853 students, 36.5% of whom are international students of 133 different nationalities, can take classes in 2 French and 12 international campuses, in addition to benefiting from opportunities for exchanges and collaborations with 160 partner institutions worldwide.

Cesim Use

Grenoble has been a Cesim customer since 2010. Grenoble utilizes Cesim Global Challenge simulation with students in Grenoble, London and Singapore who study their Master in Finance. Cesim Global Challenge provides students with the opportunity to practice the tools and concepts of different business functions in their studies. In addition, Cesim SimPower is used in the Advanced Master's in Energy Marketing and Management, whereas Cesim SimFirm is used in the Bachelor programs.