



"Our students really enjoy CESIM's simulations, because beyond the examples that they learn in their courses, and even beyond the case studies that they work on, it actually gives them the opportunity to practice strategy. They are enthusiastic about managing their own company and competing with others. They like the online interface that is put at their disposal. They also enjoy the animation plan that we have designed with the help of CESIM's people. Indeed, we have two class sessions to present the game and play the practice round. Then, each professor regularly meets each team of 4 to 6 students individually, in order to coach them and help them in understanding their results. Prior to these meetings, they have to deliver a 2-pages document where they defend their decision. And at the end of the simulation, they must write a report that is intended for their shareholders, and where they also have to add a specific part where they reflexively analyze the teams' dynamics during the simulation. Thanks to the simulation and this animation plan, we have noted a more pragmatic assimilation and understanding of strategic management among our students"

Dr. Loïc Plé

Associate Professor in Management, Head of the New Educational Technologies division



Customer in Brief

Created in Lille in 1964, and having a campus in Paris La Défense since 2008, IESEG School of Management is a member of the "Conférence des Grandes Écoles". It is the 8th ranked business school in France, and the 1st post-baccalaureate.

IESEG aims to train and prepare future executives and leaders in the corporate world both nationally and internationally, create actors of change in a professional environment that is constantly changing and improving.

International by nature, IESEG is the first French management school to offer all the courses of its Bachelor and Master programs in English. IESEG has a network of 150 partner universities in 43 countries. 80% of IESEG students take part in our student exchange program at these universities.

Cesim Use

IESEG has been using Cesim's learning solutions since 2010. IESEG uses Cesim OnService with its students who are in the Master of Management program. IESEG also uses Cesim Global Challenge with its students who study in the Master of International Business (MIB) program. It enables them to have a practical perspective of strategy, by using the different tools and concepts learnt during their Strategic Management courses.

Eventually, IESEG relies on OnService in one of its programs in Executive Education. It is essentially used as the basis of a specific and highly-customized animation plan to improve the management and strategic skills of the participants.