



"I have been using Cesim simulations since 2008. The experience has been really excellent. The two simulations we have been using are quite user-friendly, supportive of our academic content, and provide the students with an exciting and real approach to understanding the markets."

"The students are very motivated and like to play the simulations. Moreover, the support of the company is a case study of excellent service. The support received during the simulation was great, and the response time for inquiries was fast. I can highly recommend the use of these simulations."

***Professor Madalena Abreu***

*Senior lecturer in Marketing and Business Economics*



### **Customer in Brief**

ISCAC is the Coimbra School of Accounting and Business Administration and is one of the six schools that form the IPC (Polytechnic Institute of Coimbra). ISCAC was created in 1972 and places a strong emphasis on using both theory and practice. ISCAC's strategy is to take into account the various needs of students by offering courses during the day and night.

ISCAC offers bachelor, master's and post-graduate courses as well as other life-long learning courses in the areas of Accounting and Company Taxation, SME Management, Banking and Insurance Management, Education and Health Organizations Management, Management Information Technologies and Systems.

### **Cesim Use**

ISCAC has been a Cesim client since 2008. They use Cesim Global Challenge and Cesim Marketing in Business and Marketing related subjects both in bachelor and master programs.