



"We believe the primary reason the simulation is effective is that it promotes a high level of interaction within the course. It's not just about acquiring knowledge; students can immediately apply what they learn. Additionally, it encourages teamwork and negotiation skills, which are essential in real-world situations. The learning curve is also manageable. While the simulation can become complex when we explore various settings and adjust the numbers, the package provided by Cesim is well-prepared and user-friendly. It doesn't take much time to learn how to use it effectively, and the teacher interface supplies most of the information we need. These are the key reasons why we consider the simulation to be an effective learning tool."

Mariateresa Torchia

*Director of Research & Faculty Development
Director of Doctorate in Business Administration Program*



Vito Liuzzi

*Deputy Director of Bachelor Program
Assistant Professor of IT, Mathematics and Statistics*



Customer in Brief

Founded in 1986, the International University of Monaco (IUM) is located in the Principality of Monaco. It offers undergraduate and graduate degrees in business specialized in finance, marketing, sport business management and international management, taught in English. Bachelor program at this university consists of 3 academic years. Masters program consists of 1 academic year. Prior to 2002, it was known as the University of Southern Europe.

Cesim Use

Heriot-Watt incorporates Cesim Global Challenge as a capstone project in its MSc IBM program. It serves as an alternative to traditional research dissertations and company consultancy projects.