



Associate professor **Anssi Tarkiainen** at Lappeenranta University of Technology has been using Cesim Global Challenge for 5 years in a capstone course for the internationally accredited (EPAS accreditation) Master's in International Marketing Management program offered at the LUT School of Business and Management. Recently, LUT was ranked as the best young university in the Nordic countries by Times Higher Education 100 under 50 rankings.

The aim of the course "International Business Strategies" is to tie together vast theoretical business literature with practical applications, and Dr. Tarkiainen decided initially to experiment with using a business simulation software as the link between theory and practice. When asked about his experiences with using business simulation games as a learning tool, Anssi says:

"The goal of bringing together theory and practice by using business simulation games has been achieved wonderfully. By engaging students through the use of a game reflecting real world business operations, we have achieved in building a course which inspires and motivates students to go above and beyond what is required to achieve the general learning objectives.

In particular, the simulated business environment allows for students to partake in direct competition with their peers, typically causing noticeable rivalries between teams, which in turn pushes team members to come up with clever ways to succeed. We have seen impressive Excel-based forecasting, detailed competitor analyses, and all in all the game appears to nurture a deep analytical mindset in students which would otherwise not be addressed



### Customer in Brief

Lappeenranta University of Technology (LUT) is a pioneering science university in Finland, bringing together the fields of science and business since 1969.

### Cesim Use

"On the background, the simulation provides me (as an educator) a motivating tool to use, which ensures there is always an element of change in the same course. It is extremely rewarding to observe and monitor the team work and dynamics of group work which occurs during the game: how strategies are formulated, what teams do when things go wrong, and indeed how teams are run on the whole.

Certainly, the simulations' student engaging elements are great for unlocking the potential of different types of learners, and based on feedback the students also feel the practicality of the simulation enhance their learning. The greatest benefit, in my opinion, is that the game provides a complete cycle of the strategic process in business, from planning to executing and analyzing. Further, the simulated environment forces students to view the firm as a whole: marketing students have to implement their understanding of finance, finance students must gain understanding on production and logistics, and students of strategy must learn the impact of ground level sales strategies the impact of pricing. Everything effects everything, and that provides a platform rich with diverse learning opportunities."