



“London Business School needed a simulation that would be relatively easy to get to grips with but with very satisfying and 'realistic' levels of complexity and challenge; we were using it as part of the conclusion of our students' experience, to tie together aspects of their learning, so it needed to be suitable for 'advanced' students. Cesim Global Challenge fit the bill very well for our Executive MBA students who gave very positive feedback. Our faculty team felt good learning had been achieved and it was a major plus that we were able to administer it ourselves.”

**Chris Coleridge**  
*Lecturer in Strategy*



### **Customer in Brief**

London Business School (LBS) is an international business school and a constituent college of the federal University of London, located in central London, England, United Kingdom, beside Regent's Park. LBS teaches postgraduate programmes in finance and management, in addition to its flagship Master of Business Administration (MBA and EMBA) programme. It also offers the Sloan Fellowship Programme for experienced business executives, a Masters in Finance (also known as MiF, a finance specialist programme), a Masters in Management for students with less than a year's work experience, a PhD, as well as non-masters programmes for business executives.

### **Cesim Use**

Cesim Global Challenge was used in the closing stages of London Business School's EMBA programme to bring together the various business disciplines integral to formulating and implementing overall business strategy. The management simulation game was delivered to over 270 executives in two intensive two-day courses.