



"The simulation has been a great addition to my strategy course. It is an extraordinary teaching tool to get the students engaged and enthusiastic about strategy, and the student feedback has been fantastic."

"The interface is easy to use, the game is very engaging, and the support given by the Cesim team is tremendous."

***Dr. Raluca Bunduchi***  
*Lecturer in Management*



### **Customer in Brief**

The University of Aberdeen Business School is an international leading provider of excellence in undergraduate and postgraduate education. They lie at the heart of an ancient Scottish research University and are located on the beautiful North-East coast of Scotland in the vibrant city of Aberdeen, one of the world's leading centres in business and energy.

Their international faculty consists of over 40 research active members with world leading academic credentials and strong professional links with the business community. They have highly cited authors and editors of leading international journals and strong intellectual research centres.

Evidence of their world leading expertise and fast growth in intellectual terms is found in the Research Assessment Exercise results of 2008, a UK wide process which evaluates the quality of research. 100% of Economics research, 90% of Real Estate and 80% of research in Business and Management (including Accountancy and Finance) were judged to be of international quality.

### **Cesim Use**

The University of Aberdeen Business School has collaborated with Cesim 2009, using the Global Challenge simulation game as a crucial part of the studies.