

## **International Business with Computer based Business Simulation**

Markets, customers and competitors are becoming increasingly international in their activities. This creates challenges and opportunities for companies. International Business is about seizing these opportunities and to develop and lead a successful business.

The aim of this training is to help managers to master this international situation and to successfully lead, steer and control an internationalized business.

### **Three reasons to attend this training:**

- Creation of various real life decision situations of international business activities with a computer based business simulation
- Comprehensive understanding of the complexities associated with international business and skill enhancement in decision-making
- Improve skills to lead, steer and control a company's activities in the international business context

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### **Computer based Business Simulation – What is it?**

A Business simulation allows to reproduce various company situations in a market and therewith to simulate company decision situations. In order to achieve this, many data points on market development, company's sales, production and other information from all areas of the company are needed. This allows the construction of different companies and to create the market. Information and data points external to the company can be adjusted by the trainer to create specific decision-situations to which the participants teams – each team representing one company in the market – need to react with business decisions. As each team represents one firm, a situation of competition on the market is created. This implies complexity and interdependence of decisions by competitors and caused by market developments. The simulation offers a realistic management reporting system after each decision round. This reporting and its interpretation is the basis for the the next decision round of the business simulation.

With a computer based business simulation real world complexities in international business and approaches of dealing with them can be trained very well. The gained knowledge from presentations can directly be put to practical use in the context of real business life circumstances, which greatly enhances the learning success.

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### **Goals:**

- Learn, deploy and experience modern management tools to run an international business
- Understand and experience complexities and interdependencies of business activities when internationalizing your business and learn how to deal with it
- Improve team decision-making skills in typical situations within an international business context
- Analysis of information, development of a reporting system and controlling as key elements of steering your business

### **Topics and Content:**

- Country and market analysis as basis for market entry decision and mode of operation
- Strategic context of internationalization decisions
- Operational aspects of international management
  - Marketing Management
  - Financial Management
  - Corporate Planning
- Reporting and Controlling aspects of international management
- Leadership topics in internationalized companies
- Specific international business topics
  - Country specific marketing-mix
  - International make-or-buy decisions
  - Location decision
  - Transfer prices and possibilities to optimize under tax regulations
  - Exchange rate effects and risks

Specific topics can be tailored to customer needs. Please contact us.

### **Training Approach & Methods:**

- Computer based simulation of real interdependencies and consequences of management decisions
- Combination of knowledge transfer through brief lecture elements and classical training of business situations
- Interactive discussion and analysis of results created by participants giving detailed feedback
- Learn from other participants

### **Target Group:**

- Young managers and trainees in companies
- Future leaders and top talents
- Newly promoted middle management employees
- Large, medium-sized and small companies from all industrial segments

**Max. Number of Participants:** 15

**Languages Offered:** German & English

**Cost (excl. VAT):** on demand; currently offered only as in-house training

**Dates / Duration:** number of training days varies depending on intensity:  
min. 4 days, max. 8 days; typically 2-day blocks with a  
break in between for decision-making rounds of the  
simulation by participants

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### **Your Trainers:**

#### *Prof. Dr. Philipp von Carlowitz*

Professor for strategic and international Management at ESB Business School of Reutlingen University. He is also director of the *Institute for New Markets (InNeMa GmbH)*. His expertise lies in the field of strategic and international Management topics and especially in doing business in and business model development for Emerging and African markets. He is a member of the scientific board of the *Afrika Vereins der deutschen Wirtschaft e. V.* and a member of the *Committee on International Issues of the Chamber of Commerce and Industry Reutlingen* (Germany). He has many years of international business experience which he gained in various international projects and by leading an international team in two listed German multinational companies. He has extensive experience in executive trainings.

#### *Prof. Dr. Hans-Hubertus Bleuel*

Professor for International Management at the University of Applied Sciences Düsseldorf. His expertise lies with strategic planning, international controlling and quantitative aspects of international Business. Prior to joining the academic world he worked in the areas of international Holding Management, Holding Corporate Controlling and Planning, both in consumer and investment good industries. At *InNeMa* he works as trainer and consultant for medium-sized and international companies.