

Macro Business Simulation MBS

Ubiquitous Learning



**Are you game for business
success?**

[Demo Account](#)

"We believe everyone stands a chance to be successful in managing a business if only the skills could be learned through playing games without the devastating impact of actual failures."



1. Introduction

In today's global business environment that is defined by Volatility, Uncertainty, Complexity, and Ambiguity (VUCA), professionals face many unforeseen new challenges in the midst of a pandemic throughout the world, and they want to be prepared. Top-BOSS has been a provider of high-level training of practical skills to university students as well as working professionals to draw out their unique talents, using teaching methods that are application-oriented and competence-based to enhance the experience of learning business operations and management.



At the university level, Top-Boss' business simulation training programs work very well in either undergraduate or graduate courses for students who have not yet entered the workforce.

2. Learning by Doing: How Business Simulations Stand Out

Simulations create a competitive environment and is an enjoyable way of learning the core business concepts. It allows students to experiment business strategies, test business ideas, and experience the consequences of their actions in a virtual business environment. As students apply their theoretical knowledge in the simulation program, they learned to make strategic and tactical business decisions. They develop critical skills vital to their success in today's business world.

Learning through simulations, carried out in the form of business games, has a primary function: it puts learners in fairly realistic market situations to help them learn essential concepts! The simulations allow students to study the market conditions as well as the competitors and allow them to take strategic actions in the operation of the business and observe the results. Indeed, the most important lessons are learned by doing.

Students will be required to analyze and debate over various important business issues in teams. Each of these teams, a separate business operation, must make decisions to stay ahead of the game. Business simulation is crucial in the digital age for training business talents, to understand business operations, master strategic decision making, cultivate actual combat capabilities, and stimulate innovation!

3. Program and Service Provider

As an industry pioneer and with many leading-edge business simulations, Top-BOSS has been, for 20 years, helping professors in more than 1,000 universities to deliver unforgettable learning experiences. Our unique simulations prepare participants for the real business world and help boost their chances of getting employed or improve the effectiveness of their current jobs.

Top-BOSS is a trusted ally to turn classrooms into fun-filled learning environments that keeps students inspired for years to come. We have rich resources in conducting university competitions and teaching, and vast experience in cooperating with Government Organizations and Industry / Commerce Associations.

4. MBS Management Dashboard

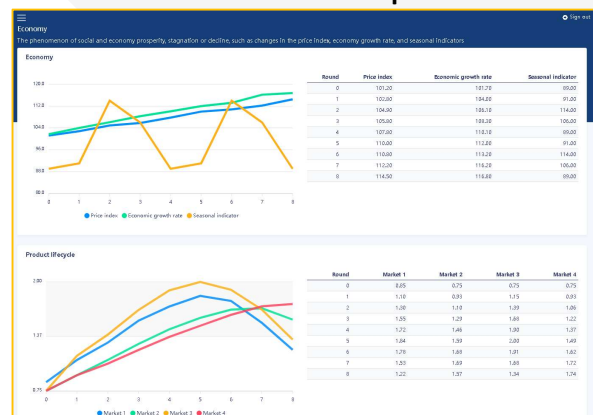
Facing the highly competitive and dynamic modern business environment, the biggest challenge and pressure for a superb management team would lie upon the capability and quality of their business decision. A mature team would and could rapidly make a correct judgement, digging out all the causes and effects of resulting factors, rationally set up the priorities, making all possible alternatives and assuming potential risks, so as to successfully achieve the goals of an organization.

Tip: management dashboard will be displayed with key performance indicators (KPIs) and related information.

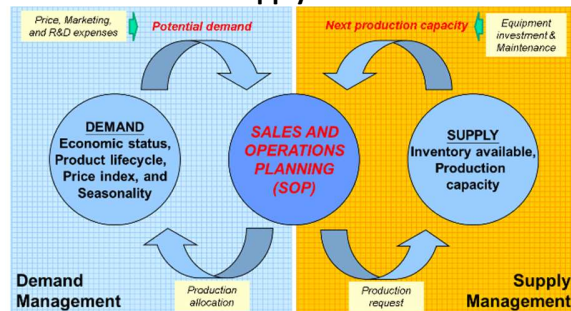
Landing Page



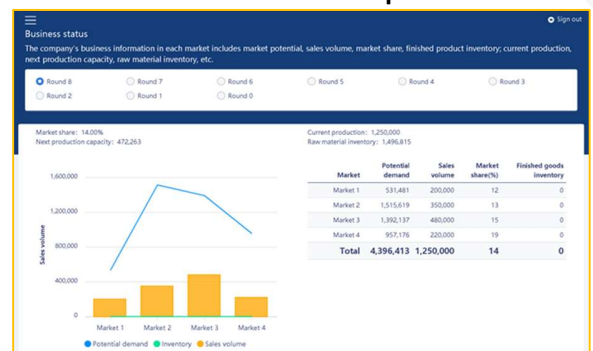
Economic Status Report



Demand-Supply Coordination



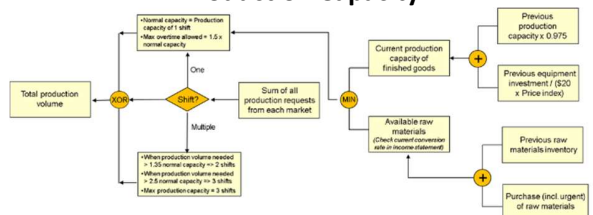
Business Status Report



Sales / Production Analysis




Production Capacity



5. Weighted Score Calculation

Tip: Instructor specifies SNI (scoring normalization index) and the weight for each performance category. SNI (in percentage) refers to the ranking score of the company having the lowest performance in the category.

NPV performance data			SNI (scoring normalization index)	
Ranki	Company Name	NPV net present value	MBS Weighted Score Calculation	
			Game: Model 3B Game	
			SNI (0 - 100)	10
			*scoring formula: (adjusted ratio x (100 - SNI) + SNI) x category weights	
			Category	Item
			A	NPV (Net Present Value)
			B	ROE (Return On Equity)
			C	ROA (Return On Assets)
			D	Market share
			E	Equipment & Maintenance expenses
			Total: 100	

6. Features

- Main-stream business theory-base
- Detail implementation of operation plan
- Focus on digital/numeric analysis and rational judgement
- Establishing integrated business management perspectives
- Build up strategic thinking

7. Value Proposition

The value proposition of our products and services is to provide a risk-free environment to learn business management skills by doing business virtually, through competitive business simulation games, and acquire business acumen and be prepared for the real worlds.