



# Managing Business Today™

Online programme

This course is for managers and employees who need an understanding of business and finance. From organizing working teams and getting their cooperation to working with financial statements and analysing performance indicators.

### The solution proposed – Managing Business Today™

This workshop is an interactive business simulation designed to give participants an understanding of the operations involved in running a business, and how daily decisions impact on it.

The participants manage their own company, and compete with other teams for market share. Teams run a number of business cycles. After each cycle they have to draft and analyse the financial records of their business.

The participants are actively involved in the learning process. The simulation is conducted in a competitive environment and the emphasis is on good teamwork.

Following a realistic business process, participants make all the decisions involved in their operations such as:

- Investing in market research
- Developing new markets
- Recruiting and training staff
- Purchasing raw materials
- Product development

- Tendering for sales and various funding decisions

## Objectives

- Identify and measure the drivers of business performance
- Analyse the impact of actions on business performance, such as Shareholder Value and ROCE
- Identify and analyse market opportunities and implement market strategies
- Analyse Income Statements using diagnostic tools: vertical and horizontal trend analysis, financial ratios and benchmarking
- Differentiate between types of costs according to behaviour (fixed and variable), allocate costs and conduct breakeven analysis
- Draft Income Statements, Balance Sheets and Cash Flow Statements using a given format
- Prepare revenue and cost budgets, including analysing and understanding the different drivers of revenue and cost budgets

## Agenda

### Day 1

- Introduction and Course Objectives
- Introduction to the Board and Manual
- Introduction to the Rules and Set Up
- Opening Balance Sheet
- Company Names and Positions
- Q1 Checklist
- Q1 Accounts

- Balance of Rules
- Planning – Handout Q2 Order Schedule
- Quarter 2
- Q2- Accounts
- Q2 Results

## Day 2

- Debrief Day One
- Integration
- Plan Quarter 3
- Run Quarter 3
- Results
- Budget for Quarter 4
- Run Quarter 4
- Results and Variance Analysis
- Vertical Trend Exercise

## Day 3

- Debrief
- Client Company Vertical Trend
- Plan Quarter 5
- Run Quarter 5
- Quarter 5 Results
- Cash Flow Analysis
- Return on Investment Module / Shareholder Value/Quarter 6

## Logistic details

Languages: English or Romanian

## In class version

Duration: **3 days, from 9:00 to 17:00**

Number of participants: minimum 16, maximum 20  
participants in a group

## Online version

Duration: **To be discussed with the client**

Number of participants: To be discussed with the client

Technology:

- Zoom – easy to use, interactive, visual; breaking rooms for group work, chat
- Mentimeter – for brainstorming and polling



Do you have questions about us?  
Looking for solutions for your organisation?

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