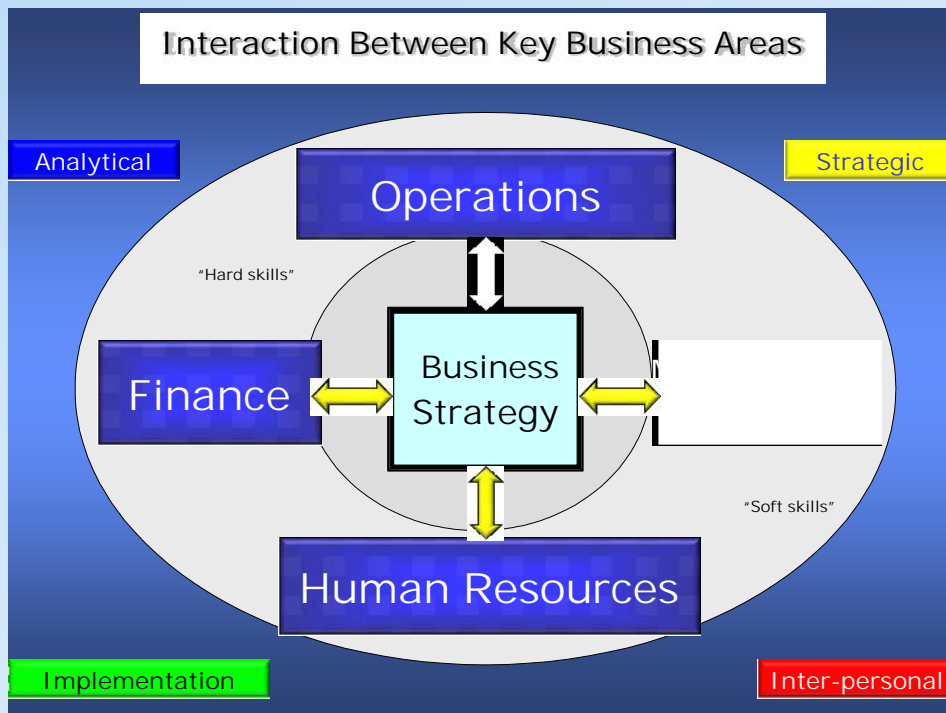


ComSIM

Integrated Business Simulation for Business Schools (MBA)

The perfect programme for Business Schools to close-out any MBA or Advanced Management Development Programme on a high note with a practical, applied Business Simulation.



ComSIM Integrates the key academic modules of MBA programmes with an applied business simulation covering the main functional areas of all organisations: business strategy, operations and supply chain, revenue generation including marketing and sales, people management and business finance.

The integration of these "hard skills" with inter-personal skills and inter-personal effectiveness brings a unique dynamic to the programme.

- *ComSIM's experiential learning focuses on the students' application of knowledge as an integral part of their ability to both internalise concepts and apply the knowledge to real-world settings*
- *Highlights the linkages between business strategy, business planning, execution and control and the resultant business outcomes*
- *Students will create an understanding for the importance of cross-functional collaboration*
- *Students will develop the skills in integrated, multi-disciplinary approach to business decision making*
- *Crystallise the linkages between business decisions and financial performance; understand profit drivers in organisations*
- *Understand the necessity of strategic alignment and how benchmarking, business improvement and innovation can guide organisations.*

Business simulations have been found to be particularly effective in developing both individual and team management skills for MBA students. Evidence also showed that students engaged in experiential learning programmes such as business simulations retain about 75% of the instructional, content

compared to 5% for lectures, 20% for audio-visual presentations, and 50% for discussion groups. Research by the University of Pretoria has also conclusively shown that the ComSIM Business Simulation has benefited participants' business acumen skills.

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