



SIMFORMER



Simformer cases

Academia and business

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Head of Product Development





Quality Management

course by

Dr. Dalius Serafinas

“ **The problem — to understand QM you need:**

- 📌 Systematical view of the business and its processes
- 📌 Knowledge of the whole business value chain
- 📌 Practical experience in business management ”

“ **The solution:**

- 📌 Business simulation with global virtual economy in order to form an understanding of the business as a system
- 📌 Keep the focus on QM and how it's linked with other business processes ”

KNOWLEDGE

+

PRACTICE

=

SKILLS





Theory



Virtual economy and business

System comprehensive approach



Cases



Real and virtual business based case studies

Analytical skills



Seminars



Connecting theory and practice

Decision making

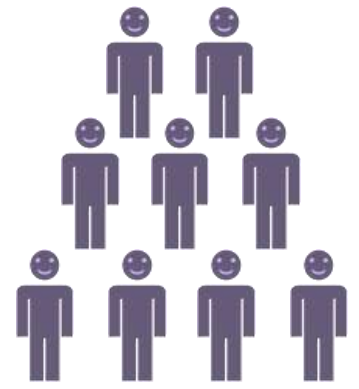
KNOWLEDGE

+

PRACTICE

=

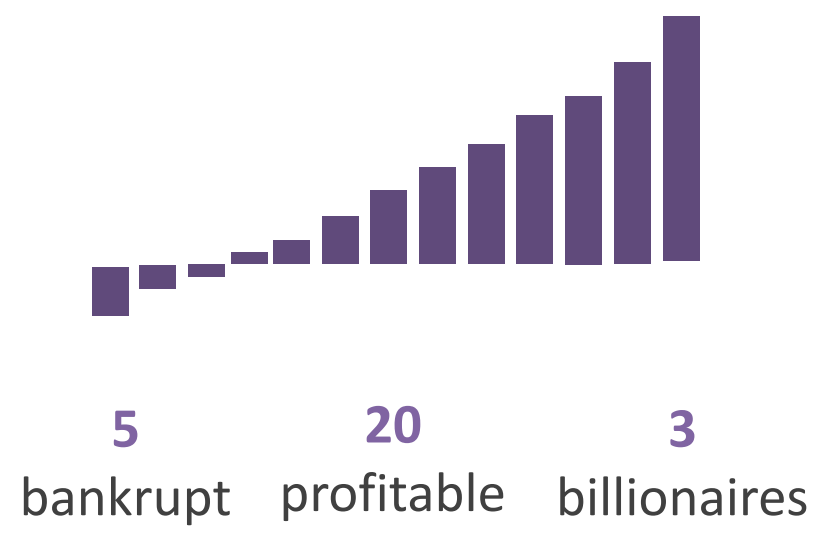
SKILLS**SIMFORMER**



60 students



Managed
22 virtual companies



MARCH

APRIL





MAY

Start

Real business
meets the virtual

Business simulation
based exam



Company Name	Assets	Status/Role
 Aleksas ir kiti Idle firm	\$286 446 850 549.08	Student / VU_Kokybės vadyba_1 edvinasignas 24 February 2015
GGE Corporation Idle firm	\$22 651 599 826.36	Student / VU_Kokybės vadyba_1 GGE Corporation 24 February 2015
 Mgmtss Industries Idle firm	\$14 110 027 844.82	Student / VU_Kokybės vadyba_1 TSS M. G. 24 February 2015
 ulaindre International Idle firm	\$6 373 536 114.09	Student / VU_Kokybės vadyba_1 ulaindre 24 February 2015
EK Fashion Commercial holding company	\$4 098 281 916.32	Student / VU_Kokybės vadyba_1 Fashion E. K. 24 February 2015
 Quality Master Idle firm	\$1 591 963 683.79	Student / VU_Kokybės vadyba_1 Master Q. 24 February 2015
AVG Entrepreneur without legal education	\$38 530 416.35	Student / VU_Kokybės vadyba_1 aqvimone 24 February 2015
auksinis siulas Entrepreneur without legal education	\$32 795 130.83	Student / VU_Kokybės vadyba_1 auksinis siulas 24 February 2015
Greta ir Emilija Corporation Entrepreneur without legal education	\$25 181 130.70	Student / VU_Kokybės vadyba_1 GretaEmilija 24 February 2015



“ Business Information Management is a study program of great value.”

Quality management is not only good shoes.”

“ Students can enjoy learning a lot. ”

“ Experience & „know how“ > \$. ”

“ Learned that business is not a ”mystical creature“. ”

“ How can one actually utilize university knowledge in business! ”

“ In this game I have gained a better understanding of academic side of the study as well as analytical and practical side of business. ”

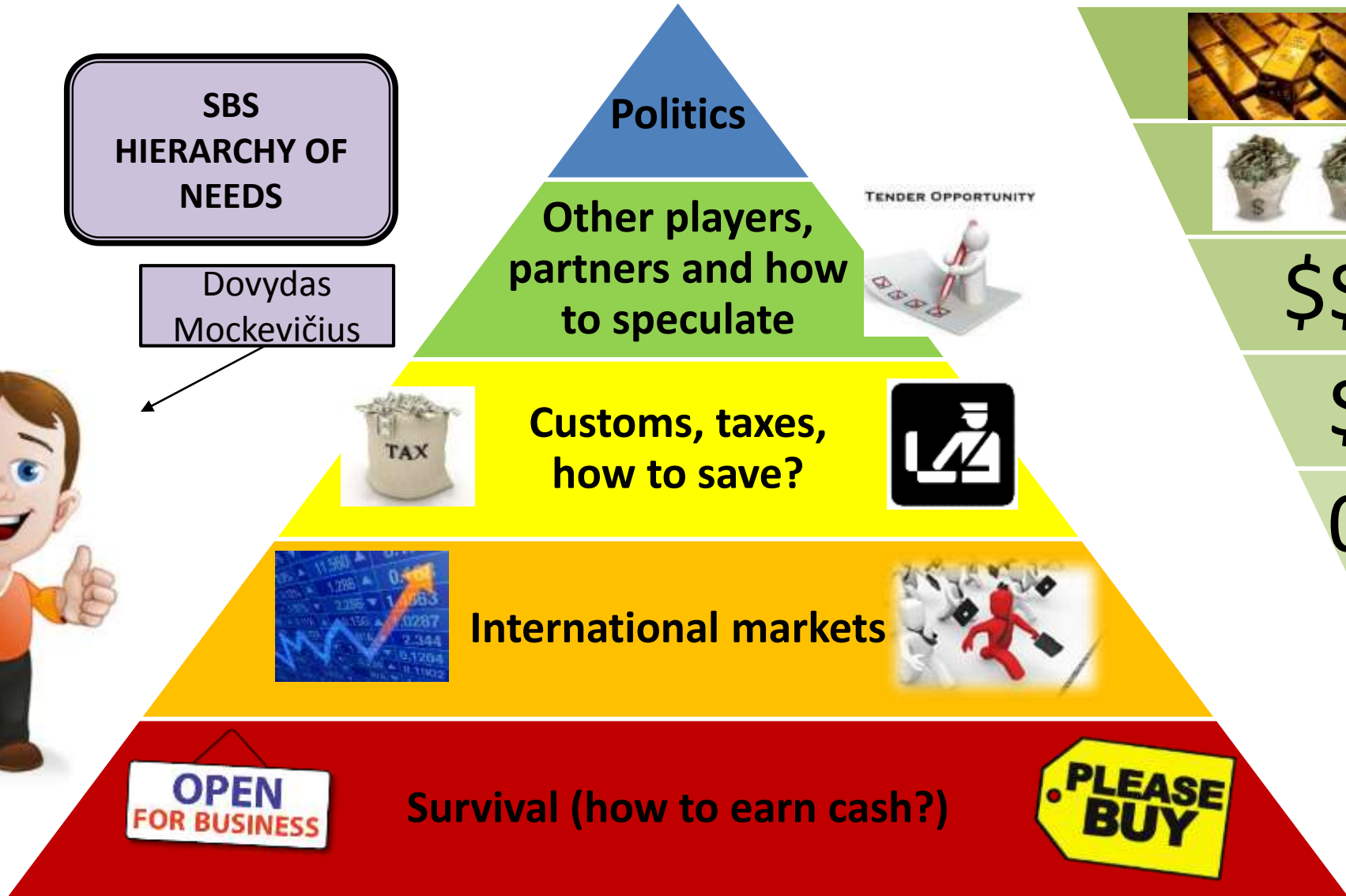
“ It is not that easy to be a businessman. ”

Things I have learned?



SBS
HIERARCHY OF
NEEDS

Dovydas
Mockevičius

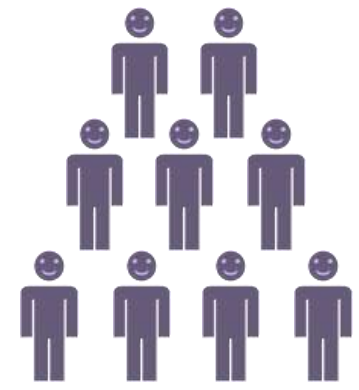




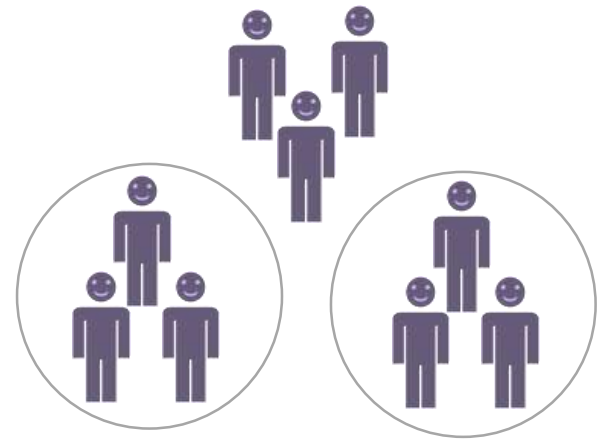
Dr.
Dalius Serafinas

- 🍌 Teaching: helping to learn and understand
- 🍌 Less preparations: virtual economy does the job
- 🍌 Theory > virtual business > real business
- 🍌 Cross subject teaching
- 🍌 Developing practice based skills
- 🍌 Sharing the knowledge
- 🍌 Huge student involvement
- 🍌 Systematical approach to business management
- 🍌 Knowledge sharing among students
- 🍌 Highly impressed business representatives





24 regional top managers



Team and individual setup



6
non-stop hours

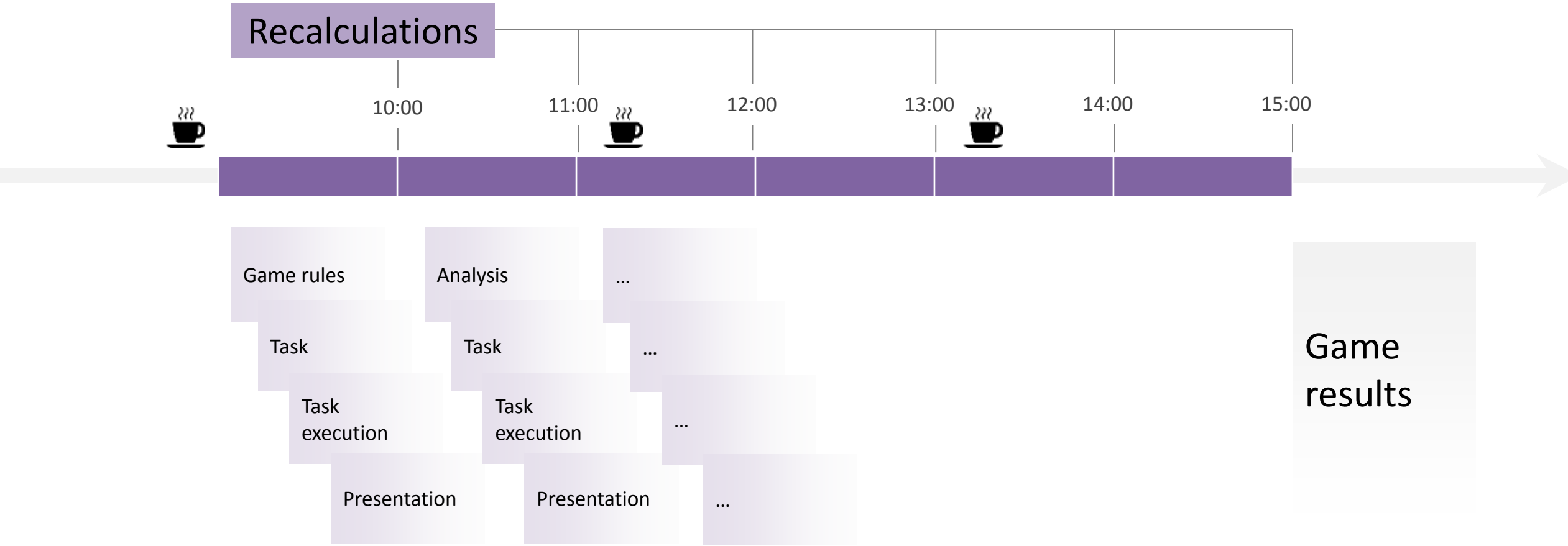
Initial task

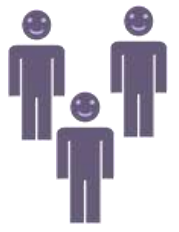
“ ...test and develop strategic thinking, analytical skills, creativity, resistance to stress, ability to make quick decisions in limited time... ”



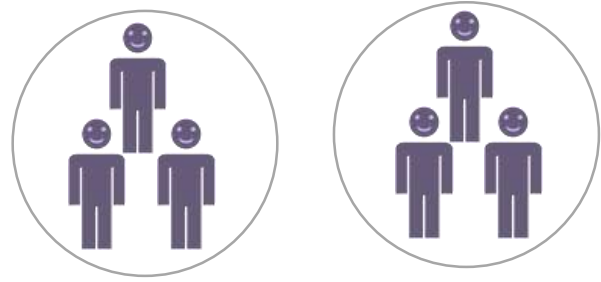
Corporation
in Distress

A very dynamic and challenging business game





Individual setup



Team setup

ANALYTICAL SKILLS

STRATEGIC THINKING

DECISION-MAKING

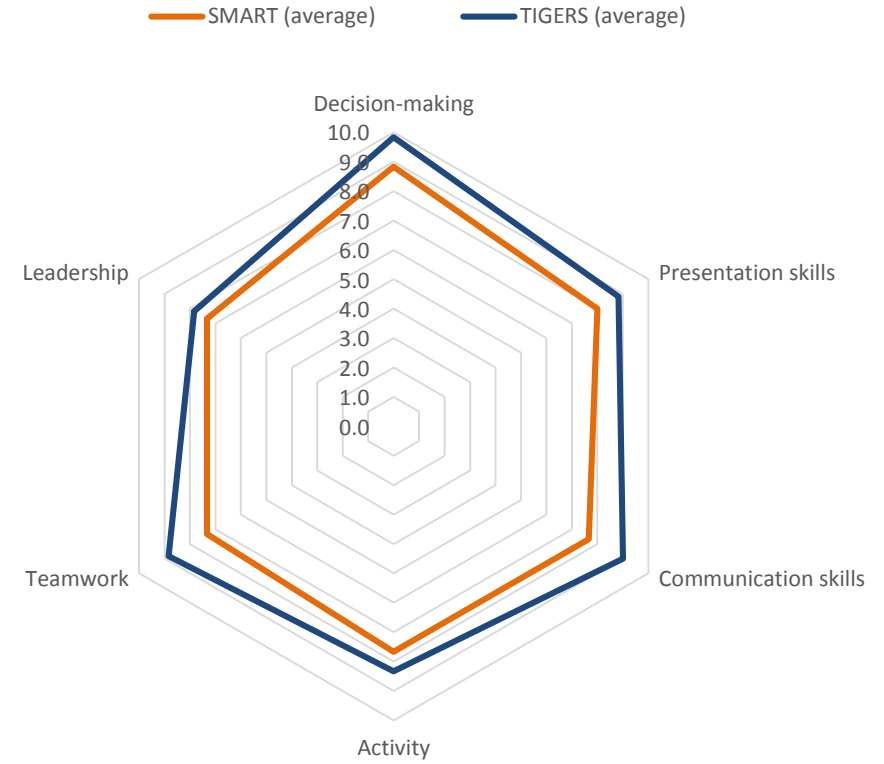
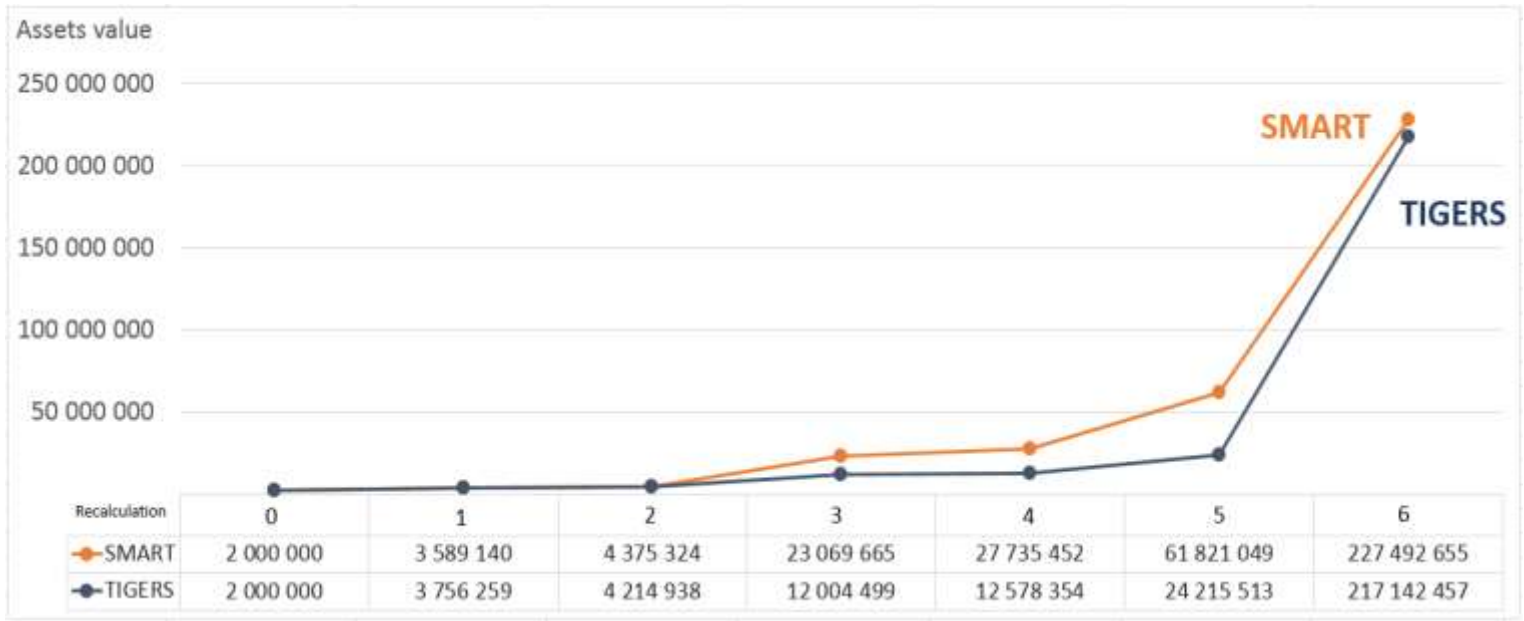
ACTIVITY

TEAMWORK

LEADERSHIP

ACTIVITY

COMMUNICATION SKILLS





I want to thank Simformer team for this wonderful course, it was an extremely beneficial experience for me both, as a human and as a manager!"

"This learning experience was more than OK because it was different, I was expecting something else and I was very surprised by such high level of organization and knowledge from the moderators."

"Really great learning experience and I will dare to challenge myself with a long period Business Simulation – just to continue the good starting point."



NPS scores - 70% of participants would actively recommend Simformer game moderators as trainers and 65% of them would actively recommend the training.