

Executives and academics in the UK welcome TOPSIM, Europe's top business simulations

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Manoj Kutty, TIS's president, simulations, commented: 'TOPSIM is a leading management simulation game that was developed over 25 years ago and is now used by over 100 companies and 400 universities worldwide. TOPSIM simulations offer the participant an in-depth understanding of functional skills - covering general management, strategic management, change management, project management, supply chain management, sales management, finance for non-finance, managing mergers and acquisitions - along with managing the business operations within an industry such as banking, insurance, retail, and pharmaceuticals.

'At present, there are over 15 generic TOPSIMs which can be delivered 'as-is' or adapted to a specific organisation's needs.'

Dr Georg Fehling, who is vice president of Tata Interactive Systems Germany and acted as facilitator at the London launch - which focused on the project management TOPSIM - explained: 'TOPSIM Project Management is a management simulation that offers participants quick, risk-free practical experience with lasting effects.

'TOPSIM Project Management is a management simulation set in a game-based, risk free environment. It challenges the participants to manage a complex project within budget and on schedule, keeping in mind quality, technology and political constraints.'

Alan Samuel, TIS's head of operations in the UK commented: 'TOPSIM is not e-learning but blended learning, emphasising classroom-based and collaborative learning.'

'Excellent,' was the verdict on TOPSIM from Robert Newton, from Robert Gordon University in Aberdeen.

Vaughan Waller, of Waller Hart Learning Architects one of the UK's leading e-learning consultancies, said: 'The TOPSIM approach overcomes the drawbacks associated with a purely instructor-led learning experience by providing a highly realistic and informative learning platform - adding reality and 'life' to an otherwise dry subject.'

Viren Lall, learning solutions consultant at BT, added: 'TOPSIM is a quality product that goes beyond standard sequential learning processes to supply a business support development tool that can be used effectively, especially for senior managers.'

'Using TOPSIM, which is a well constructed simulation with plenty of opportunities for interaction including discussion, has immediate relevance to meeting Elior's staff development needs,' said Michèle Moore, head of learning and development at contract caterers Elior.

And David Lefevre, senior learning technologist at Imperial College, London, said: 'Simulations add value because they offer learning that cannot be done by other means more quickly and effectively. We're considering using TOPSIM with the undergraduates at the Tanaka Business School here because it will give them invaluable practice in business applications.'

For more information visit the TOPSIM website: www.topsim.com

- END -About TOPSIM® Simulations

TOPSIM Simulations are advanced and comprehensive models that simulate operating environments, used as innovative methods to teach business and management competencies. The simulated environments include business start-ups; a single business function; overall management of an enterprise; managing in global markets, and the macroeconomics of a country.

Typically played by teams in a workshop format over two or three days, TOPSIM participants compete with other teams in a simulated environment. While proceeding through different modules, teams plan, strategise and make decisions, taking into account the many variables that influence the operating environment. At the workshops, an instructor acts as the teams' coordinator, controller of environment variables and as educator to help teams interpret results and reports.

The large number of variables that influence decision-making is what makes TOPSIM a highly complex simulation and sets it apart from other business simulations in the market.

TOPSIM products currently cover 15 areas: TOPSIM - Manager, TOPSIM - General Management, TOPSIM - Logistics, TOPSIM - Banking, TOPSIM - Euro, TOPSIM - Marketing, TOPSIM - E-commerce, TOPSIM - Macro Economics, TOPSIM - Business Developments, TOPSIM - General Airline Management Simulation, TOPSIM - Change Management, TOPSIM - Project Management, TOPSIM - Easy Startup, TOPSIM - Global Challenge, and TOPSIM - Production Startup

TOPSIM - Simulations are used by numerous corporate enterprises, education centres, and universities (including over 200 universities in Germany alone).

Besides TOPSIM® - Simulations, TIS also offers management training sessions, from 'Introduction to Business Administration for Engineers' to 'Top-Executive Leadership Development' programs through its simulations products range SimBLs™.

For more information visit the TOPSIM website: www.topsim.com Tata Interactive Systems (TIS), a global leader in e-learning, is a part of the \$22bn Tata Group. Truly international, TIS has a presence across the US, Canada, UK, Australia, New Zealand, the Middle East, Japan, India, and mainland Europe. TIS offers corporations, universities, schools, publishers, and government

institutions a diversified and innovative bouquet of learning and training solutions including Simulation-based Learning Objects (SimBLs™), Story-based Learning Objects (StoBLs™), courseware and curriculum design, special-needs education, assessments, electronic performance support systems (EPSS), mobile learning, along with other corporate training and consultancy services. Our multi-disciplinary expertise and 16 years' experience across domains helps us design e-learning programmes that are unique to clients' requirements and specifically crafted to boost knowledge retention and application.

Apart from holding ISO 9001 certification, TIS is the only e-learning organisation in the world to be assessed at Level 5 in both the SEI-CMM and P-CMM frameworks. TIS's quest for excellence is reflected in numerous prestigious industry awards, including a Silver Brandon Hall Excellence in Learning Award 2005 and 2004, APEX Award of Excellence in 2005 and 2006, BETT Awards in 2004 and 2006, and two Business World-NID Design Excellence awards.

For more information log on to www.tatainteractive.com

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