SIM National Management Competition 2012
Sharpen your entrepreneurial skills through this real-life simulated business environment!

14 – 28 July

Come experience running a business hands-on and stand to win $6,000 cash!

www.sim.edu.sg/nmc

Organiser

Event Supporter
SIM National Management Competition 2012

Take the Challenge

Have you always wanted to run your own business? Do you dream about being an entrepreneur but you are not sure if it is for you? Do you want to sharpen your business acumen?

Join the SIM National Management Competition (NMC) and find out where you stand!

The NMC is an annual business challenge where participants form teams to manage a business. Through a simulation platform, which is used by leading business schools of the world, you will gain invaluable 'hands-on' experience in managing and growing a company.

The NMC is an excellent opportunity to test and nurture your entrepreneurial and business skills.

Objectives

Each team must effectively and profitably manage and grow an international company in a competitive environment.

During the course of the simulation, participants will have to manage their company as it progresses from trading to manufacturing.

Practical Takeaways

- Gain beginning-to-end experience of managing a company from launch to growth, in a dynamic, competitive and uncertain business environment.
- Establish and align relationship between Strategy and Operational issues.
- Understand the interdependent nature of different business functions and manage the interfaces between manufacturing, marketing, finance and service.
- Understand the links and impact between cash flow statement, income statement and balance sheet.
- Learn to anticipate, evaluate and manage all dynamically different competitive factors.
- Appreciate the importance of communication and teamwork.

Learning Highlights

- A choice to make: How can I grow my market share and not impact my bottom line?
- A decision to take: Cash flow is important, should I give more credit terms to grow my market share and then take on debts to ensure my cash flow stays healthy? What are the risks?
- An impact and/or consequence to live by: If my desired market objective is not achieved, what are the risks of my choices and decisions. What can I do to mitigate this?

Who Should Take Part?

- SMEs / Business owners
- Companies that want to train or develop their staff
- Cross functional teams
- Entrepreneurs & aspiring entrepreneurs
- Business management students
- Anyone who wants to experience the thrill of managing a business against competitors

An Exciting Business Experience

- Each team will manage your own company that competes with other teams.
- Each team will make decisions over different periods on all aspects of operating a business in an international environment including:
  - Sales
  - Marketing
  - Finance
  - Operations
  - Human Resources
  - Risk Management
- Each team will challenge in a highly competitive, close to real-time virtual market which will behave according to the actual decisions made by other teams playing in the market.
Competition Schedule

12-13 July (Thu – Fri)
Pre-Competition Trial of the Simulation Platform (via internet)
All participants will get a virtual tour of the game to familiarise themselves with the software at their own time over two days.

14 July (Sat)
Briefing, Software Demonstration and Q&A (at SIM)
Participants must attend this session by the Game Administrator who will brief and answer any queries on the software and game.

Qualifying Rounds & Semi-Finals
Qualifying rounds and semi-finals will be played on a knock-out basis.

Qualifying Rounds (via internet)
16 July (Mon)  Period 1
17 July (Tue)  Period 2
18 July (Wed)  Period 3
19 July (Thu)  Period 4
20 July (Fri)  Period 5
23 July (Mon)  Period 6

Semi-Finals (via internet)
24 July (Tue)  Period 1
25 July (Wed)  Period 2
26 July (Thu)  Period 3
27 July (Fri)  Period 4

28 July (Sat)
Finals, Debrief, Game Analysis and Prize Presentation (at SIM)

Win Cash Prizes!

1st Prize
$6,000 Cash Challenge Trophy & Individual Trophy

2nd Prize
$4,000 Cash & Individual Trophy

3rd Prize
$2,000 Cash & Individual Trophy

4th & 5th Prizes
$300 Cash per team

Consolation Prizes
Cerruti Document Bag for each team member

Win a place to represent Singapore at the Asian Management Game

The Asian Management Game (AMG) is organised under the auspices of the Asian Association of Management Organisations (AAMO). AAMO is a non-political and not-for-profit association, whose members comprise of national management organisations from countries across the Asian Pacific Region.

The AMG provides a platform for the top teams of member countries to compete with each other at a regional level. The AMG is hosted on rotation by different participating countries which include Hong Kong, India, Macau and Singapore.
### Game Software & Administrator

**Bissada-Pragma Management Simulations (BMS)** was founded by INSEAD’s Emeritus Professor, Dr Youssef Bissada and his wife, Dr Hoda Irani Bissada in 1977. BMS specialises in the design and delivery of simulation programmes for management training. Advanced simulation technologies and teaching methodologies are used to optimise retention of knowledge through ‘Learning by Doing’, thus enhancing management learning and performance. Clients and users of BMS simulation platform includes Adidas, Heineken, Orange, Petronas as well as leading teaching institutions such as Insead (France), Babson (USA) and IMD (Switzerland).

BMS is represented in Asia by Pragma Solutions Pte Ltd.

### How to Register

Form a team of two to four members (with at least half the team being Singaporeans or permanent residents), complete and return this registration form together with payment to:

**Jacqueline Low**  
Events Management  
Enterprise & Professional Development  
SIM Management House  
41 Namly Avenue, Singapore 267616

#### Enquiries

- **Tel**: 6248 9448  
- **Fax**: 6462 5751  
- **E-mail**: nmc@sim.edu.sg  
- **Register online**: [www.sim.edu.sg/nmc](http://www.sim.edu.sg/nmc)

### Participation Fee

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<th>Normal $300 per team</th>
<th>Early Bird $250 per team (if you register before 15 June)</th>
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#### Member’s Name

<table>
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<tr>
<th>Member’s Name</th>
<th>Contact No</th>
<th>E-mail</th>
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<td>1. Leader:</td>
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The user guide and further details will be sent to the team leader.

#### Mailing Address:

- **Team Name:**

#### Payment:

- □ Cheque made payable to **Singapore Institute of Management** for **S$**
- □ Charge to my □ Visa □ MasterCard  
  - Credit Card No: ______________________
- Expiry Date: ______________________
- Name of Cardholder: ______________________
- Signature: ______________________
- Amount: **S$**

### SIM National Management Competition 2012

- □ NORMAL $300 per team
- □ EARLY BIRD $250 per team (if you register before 15 June)

#### Registration and Payment

Registration may be made by e-mail or fax but will only be confirmed upon receipt of the form and payment. All cheques should be made payable to **Singapore Institute of Management** crossed and marked ‘A/C Payee Only’ with the title of the activity indicated on the back.

#### Refund of Fees

Please inform us in writing of any changes in your registration at least two weeks before commencement of the event. If notice of withdrawal is given less than two weeks before commencement, the full fee will be chargeable. All fees are inclusive of the prevailing GST rate.

#### Cancellation

SIM reserves the right to cancel this activity due to unforeseen circumstances. The event organiser and game administrator’s decision will be final and binding and no correspondence will be entertained.