Sharpen your entrepreneurial skills through this real-life simulated business environment!

Take the plunge into business and win $6,000 cash!

www.sim.edu.sg/nmc
Take the plunge into business

In the competitive business world, it is often a case of “innovate or die”. Are you adaptable to changing market conditions? Can you keep up with aggressive competitors? Do you want to know if you have what it takes to succeed in business management?

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.

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 and exciting virtual market which will behave according to the actual decisions made by other teams playing in the market.

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 the 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 and aspiring entrepreneurs
- Business management students
- Anyone who wants to experience the thrill of managing a business against competitors
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

3 Consolation Prizes
Cerruti Travel Case

### Competition Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>11-12 July</td>
<td>Pre-Competition Trial of the Simulation Platform (via internet)</td>
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<tr>
<td></td>
<td>All participants will get a virtual tour of the game to familiarise</td>
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<td></td>
<td>themselves with the software at their own time over two days.</td>
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<tr>
<td>13 July</td>
<td>Briefing, Software Demonstration and Q&amp;A (at SIM)</td>
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<td></td>
<td>Participants must attend this session by the Game Administrator who</td>
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<td></td>
<td>will brief and answer any queries on the software and game.</td>
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<tr>
<td></td>
<td>Qualifying Rounds &amp; Semi-Finals</td>
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<td></td>
<td>Qualifying rounds and semi-finals will be played on a knock-out</td>
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<tr>
<td></td>
<td>basis.</td>
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<tr>
<td>15 July</td>
<td>Qualifying Rounds (via internet)</td>
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<tr>
<td>16 July</td>
<td>Period 1</td>
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<tr>
<td>17 July</td>
<td>Period 2</td>
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<tr>
<td>18 July</td>
<td>Period 3</td>
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<tr>
<td>19 July</td>
<td>Period 4</td>
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<tr>
<td>22 July</td>
<td>Semi-Finals (via internet)</td>
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<tr>
<td>23 July</td>
<td>Period 1</td>
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<tr>
<td>24 July</td>
<td>Period 2</td>
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<tr>
<td>25 July</td>
<td>Period 3</td>
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<tr>
<td>27 July</td>
<td>Finals, Debrief, Game Analysis and Prize Presentation (at SIM)</td>
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<tr>
<td></td>
<td>Final stage will take place on this day.</td>
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### What participants said about their NMC experience.

“Books and classes tend to give you ‘perfect’ scenarios, whereas learning from a simulated environment such as the NMC allows us to learn not only from our competitors but ourselves as well.”

– Ryan Yong

“Whatever mistakes I make here, I will not get ‘burned’ in real life. Practising in a simulation gives us a safe environment to try all sorts of business strategies while still maintaining a certain degree of realism. Sometimes, business concepts learnt from books and classes are rigid. The simulated environment required us to be flexible, adapting things that we have learnt into the different situations we encountered.”

– Jeremy Goh
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 the 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)

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**Participation Fee**

<table>
<thead>
<tr>
<th>Type</th>
<th>Fee</th>
<th>Closing Date</th>
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</thead>
<tbody>
<tr>
<td>Normal</td>
<td>$300 per team</td>
<td>5 July 2013</td>
</tr>
<tr>
<td>Early Bird</td>
<td>$250 per team</td>
<td>Register before 22 June and enjoy a $50 team discount</td>
</tr>
</tbody>
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**Member’s Name** | **NRIC No.** | **Contact No.** | **E-mail**
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1. Leader: | | | |
2. | | | |
3. | | | |
4. | | | |

*The user guide and further details will be sent to the team leader.*

**Team Name:**

**Mailing Address:**

**Payment:**
- Cheque made payable to **Singapore Institute of Management** for $_______
- Visa □ MasterCard □ No: __________

**Name of Cardholder:** ____________________________ **Signature:** ____________________________

**Expiry Date:** ____________________________ **Amount:** $________

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.

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**Members of The SIM Group**