



WIWAG[®]

In the business simulation WIWAG[®], management teams take over a medium-sized production company. They are in a tough competition in the market for a technical consumer product with a selling price of approximately CHF 100. All aspects of business management and corporate governance are mapped systemically.

Interconnections in fundamental business management knowledge are made while playing the WIWAG[®] business simulation and experienced with a longterm effect. Because of the lower level challenge, WIWAG[®] is also suitable for beginners in business studies, but can also be used above this level. The complexity can be adapted to target group. Priorities can be experienced within the business simulation scenarios and action-oriented systemic through specific wells.

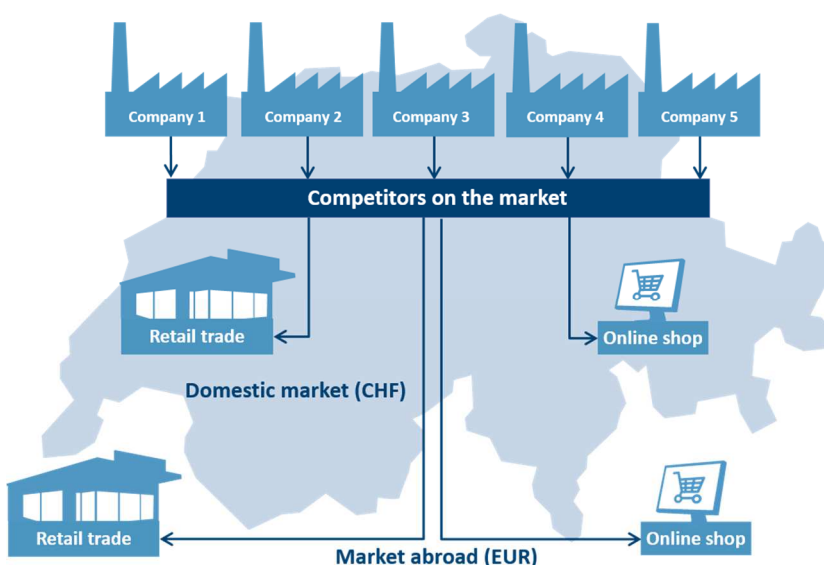
YOUR BENEFIT

WIWAG[®] enables the participants to:

- discover basic aspects of company management in a technical environment with the help of a holistic model.
- take actual decisions from various management areas of a company.
- gain fundamental insights into the comprehensive economic process.
- work together in groups or as a team in a targeted manner.

MODEL

The model is based on three to five competing production companies selling a technical consumer product within the country and abroad through various distribution channels:



Visit our website for more information : www.eco-challenge.ch

FACTS & FIGURES

Helps to understand economic interactions by an example of business management:

- 3-5 production companies
- Selling domestic and abroad
- 2 distribution channels

TARGET GROUPS



- Employees from all levels
- Managers
- Apprentice training
- Universities / Universities of applied sciences

REFERENCE

- Atupri
- Die Post
- Roche
- Leiser AG

 **SIGN UP NOW!**

You want to use business simulations? We show you how.
eco-challenge.ch/en/workshop