

### Market Development Game

**Target groups: Senior and middle managers as well as high potentials of financial institutions**

The computer-based Market Development Game teaches how to efficiently manage a bank's branch network in order to capture the lion's share of the local market. The virtual market is divided into three regions, each of which has its own specific potential. The participants learn the crucial principles of business administration: How to use information for decision-making and handle budget constraints and uncertainty.

### MFI Management Game

**Target groups: Senior and middle managers as well as high potentials of financial institutions**

The computer-based MFI Management Game teaches how to manage a microfinance institution effectively by making typical business decisions in a realistic environment. The participants learn the crucial principles of business administration: How to use information for decision-making, and how to handle risk and uncertainty.

### Strategic Risk Management Game

**Target groups: Bank managers and high potentials**

The computer-based Strategic Risk Management Game trains the risk awareness of bank managers with respect to the various types of risk, a bank is exposed to. The participants learn the crucial principles of risk identification, analysis and effective management by taking risk-management decisions in a simulated environment.



## That's what our participants have to say about our Business Games:

*»An excellent training programme. It should be standard training for every banking professional.«*

*»I liked that we were actively involved in the seminar and not only listened to the trainers.«*

*»The content was fully corresponding to a full-scale widening of professional competences.«*



Bundesministerium für  
wirtschaftliche Zusammenarbeit  
und Entwicklung



Finanzgruppe  
Sparkassenstiftung für  
internationale Kooperation

Simrockstraße 4 | D-53113 Bonn | Germany  
Phone: +49 228 9703-0  
Email: [Office@sparkassenstiftung.de](mailto:Office@sparkassenstiftung.de)  
Website: [www.sparkassenstiftung.de](http://www.sparkassenstiftung.de)



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Sparkassenstiftung für  
internationale Kooperation

**Business Games made by  
Sparkassenstiftung:  
a success model goes global**



**Think globally, act locally,  
cooperate internationally**

The Sparkassenstiftung für internationale Kooperation e.V. makes the expertise of the German Sparkassen accessible to developing countries and emerging economies. Advocating financial literacy on a global scale, the Business Games are an unalienable part of Sparkassenstiftung's project work.

## Easy access to financial literacy and entrepreneurial know-how: Sparkassenstiftung's Business Games

Learning with haptic and computer-based simulations is knowledge far away from dry theory. Interaction, practical exercise and the motivation to finish the game as the winner lead to a high learning success of the Business Games made by Sparkassenstiftung.

Since their beginnings in the 1990s, the Business Games have become an international brand for an innovative and interactive learning experience.

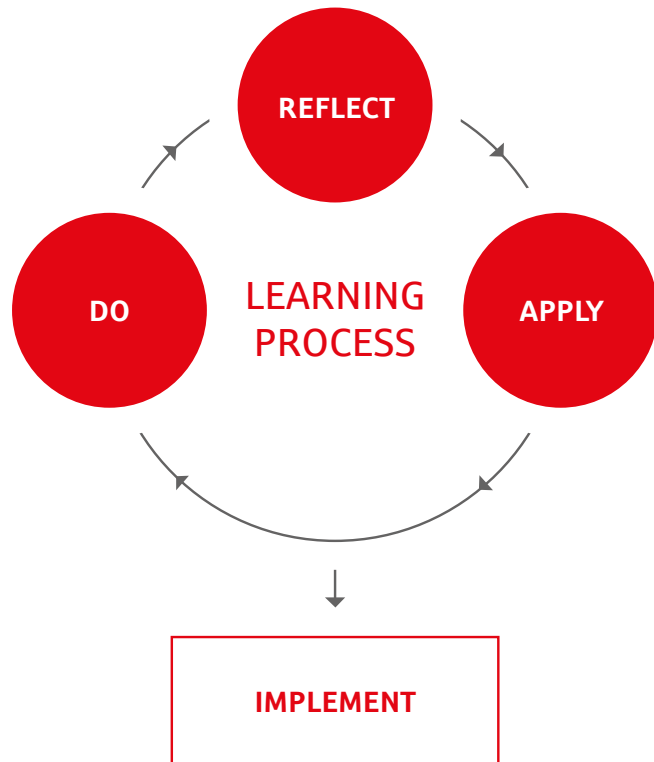
A constantly rising demand and ample experience in many countries around the world as well as highly satisfied participants are convincing proof of the success and the added value of the Business Games. Their suc-

cess formula: Offering a risk-free environment in which to try things out, true to the motto: nothing ventured, nothing gained.

The simulations' main targets are to identify problem causes and analyse the results, but also to develop alternative solutions in a team.

International and local trainers specially coached by Sparkassenstiftung support the participants in evaluating the individual performance and impart knowledge which can be directly applied during the business simulation.

### The learning process within the Business Games is divided into four phases:



### The success factors of the Business Games at a glance:



## An overview of Sparkassenstiftung's Business Games:

### Farmers Business Game

**Target groups: Smallholders, emerging farmers and agricultural entrepreneurs**

The overall objective of the haptic Farmers Business Game is to promote financial literacy and raise awareness for the importance of financial planning, applying a hands-on approach. The participants are divided into small groups. Each group assumes the leadership of a farm, takes management decisions and gains insights in the factors, influencing the performance of their agricultural business.

### Micro Business Game

**Target groups: Microentrepreneurs and people, who want to learn how the success of a businesses can be improved**

The participants of the haptic Micro Business Game take on the role of a manager of a small fruit store. During the training, they form teams and encounter different incidents like growth potentials, challenges as employer, business threats and business opportunities. In a playful manner, the participants get a better understanding of business processes and learn how to manage their enterprise in a competent way.

### Savings Game

**Target groups: Private households, young people and small family businesses**

In teams, the participants of the haptic Savings Game take on the role of a family of five, jointly managing a household budget. Each family team tries to use its budget as far-seeing and efficiently as possible to achieve a predetermined family goal. The more successful and economical a family team is, the higher the score on the scale of living quality. Winner is who has achieved the family goal and has reached the highest quality-of-life score. Thus, the participants become more aware of the benefits of budget planning and grasp the opportunities inherent in savings.

### Bank Management Game

**Target groups: Senior and middle managers as well as decision-makers of the finance sector**

The computer-based Bank Management Game teaches how to manage a financial institution effectively by making typical business decisions in a realistic environment. The participants learn the crucial principles of business administration: How to use information for decision-making, and how to handle risk and uncertainty.