

## SIMULTRAIN® — THE SCENARIOS

### IT project

Scenario name: **e-com**

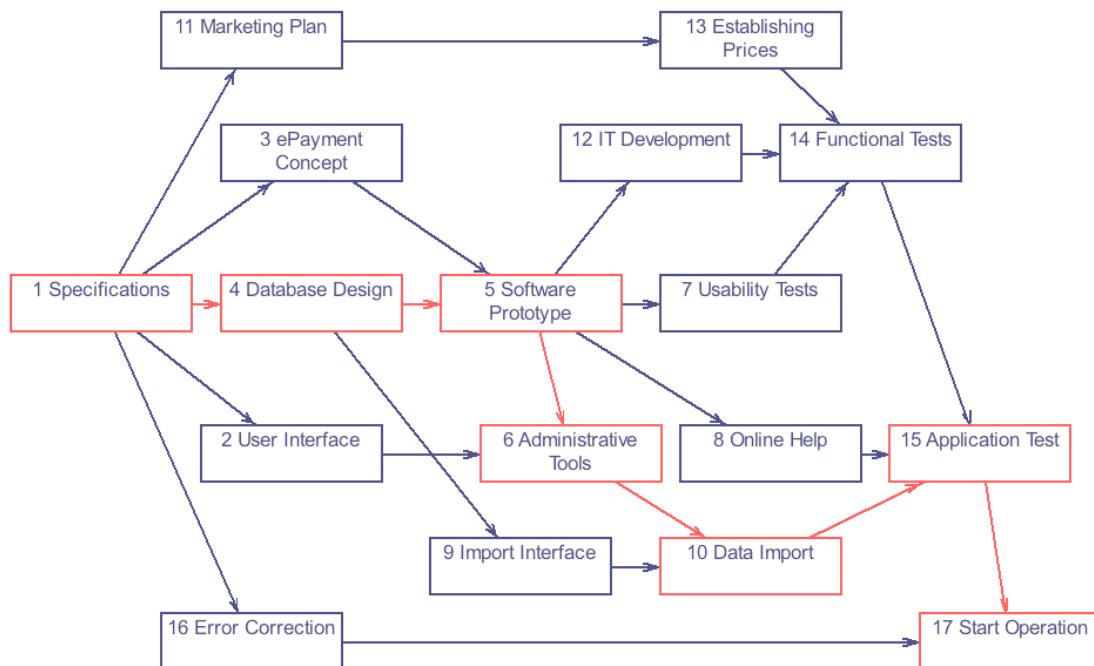


#### Project description

In accordance with the marketing strategy defined at the beginning of the year, the management wishes to provide its customers with an on-line interactive service. This will allow customers to follow-up and control orders without the intervention of either the customer service or accounting departments.

For this project a tentative schedule has been written with the list of activities, budget and time required. The core-team has been established.

#### Project activities



#### Skills

In this scenario the required Skills are following:

- Web Design
- Database
- Programming
- Business
- Sales + Marketing

## Marketing project

### Scenario name: Marketing

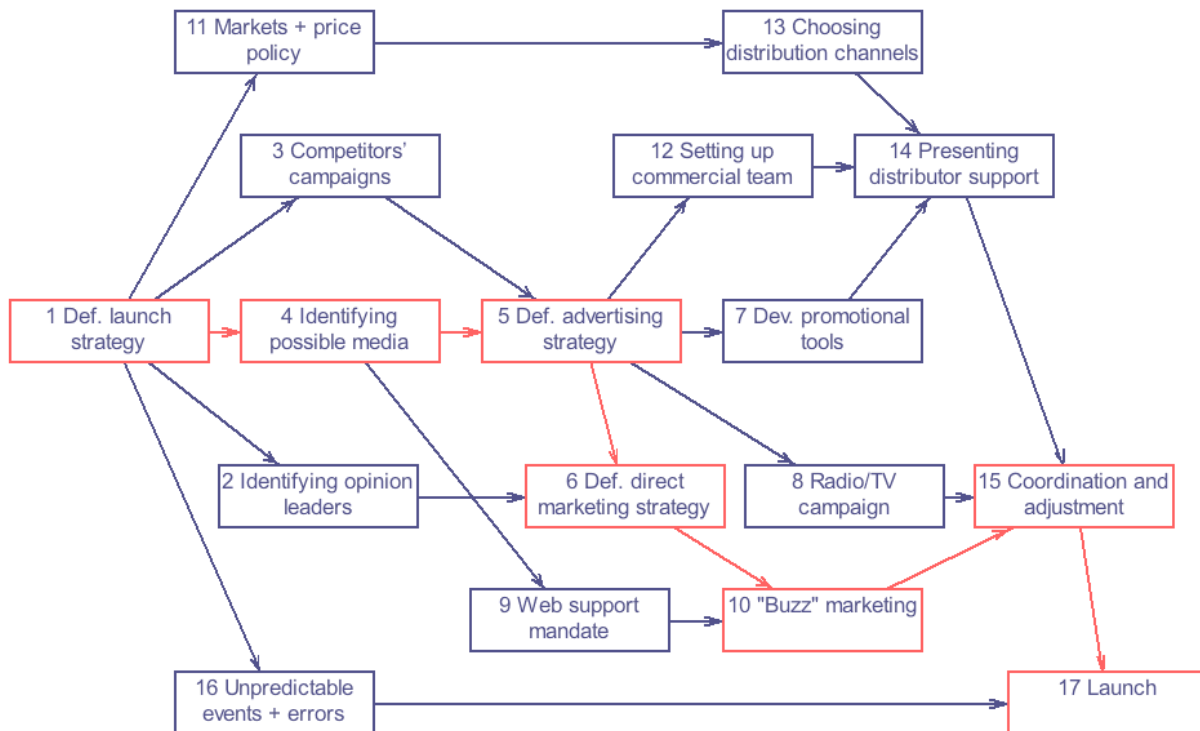
#### Project description

Your company has devised a new all-in-one Smartphone. This high performance appliance includes many innovative features, which makes it very attractive for listeners on the go and consumers who enjoy new technologies. The product conception is almost finished and its launch on the market must now be prepared.



For this project tentative specifications have been written with the list of activities, budget and time required. The core-team has been established.

#### Project activities



#### Qualifications

In this scenario the required Skills are following:

- Marketing
- Sales
- Public relations
- Advertisement
- Audiovisual arts

## Sport event project

Scenario name: **event**

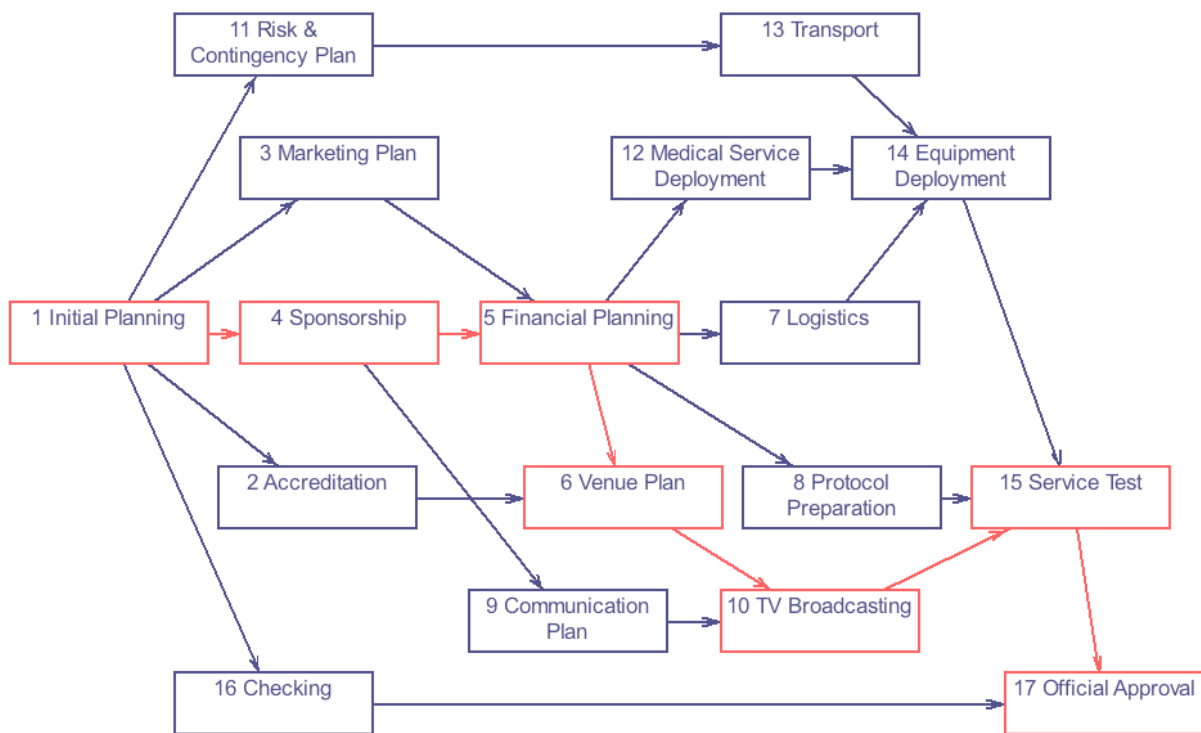


### Project description

The International Lausanne Football Tournament will gather some of the most important European youth football clubs. The National Federation is organizing the event for the first time. An organization specialized in sport events allocates all its resources to the event.

The project "ILFT phase B" is a part of the preparation process. The preparation must be finished 2 weeks before the opening day. The core team and budget have been established. Other resources of the Federation are available for the project.

### Project activities



### Qualifications

In this scenario the required Skills are following:

- Sport
- Venue management
- Finance
- Marketing
- Logistics

## Product development project

Scenario name: **product**

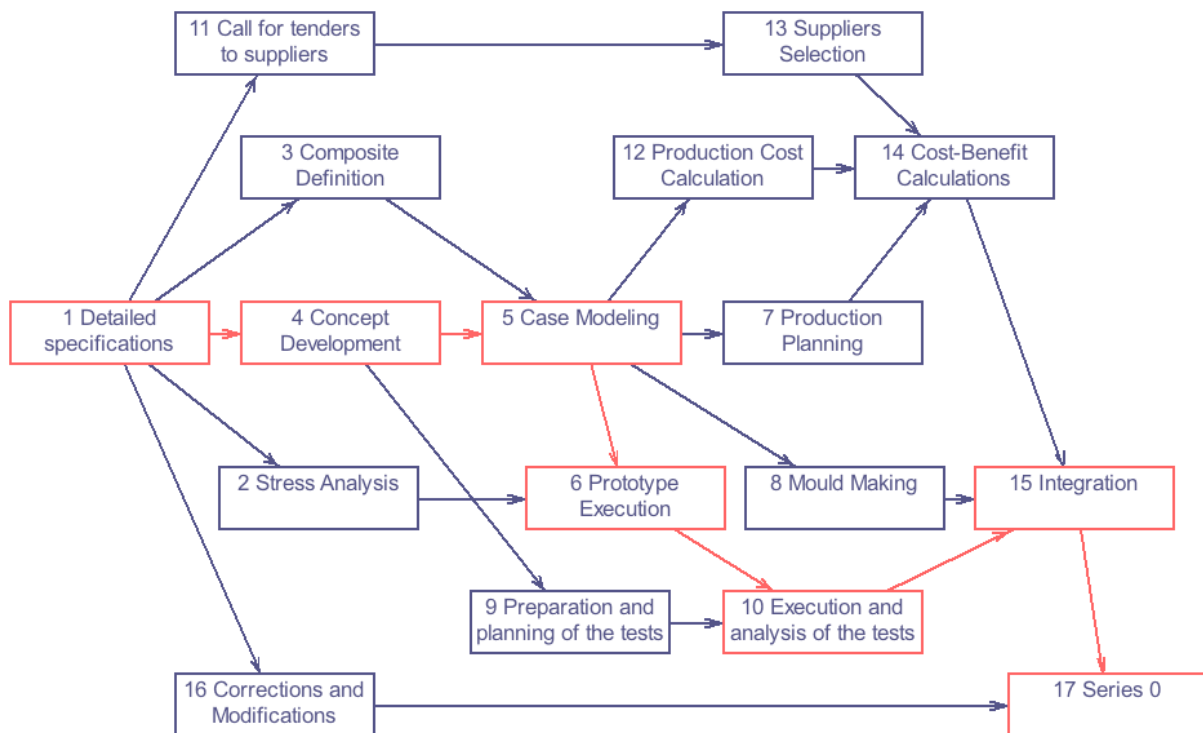


### Project description

Plastoceram is the leading firm in manufacturing special packages made of composite materials. One of its clients that produces pacemakers cannot find any appropriate solution for the case of its latest ultra-miniature model.

A case thus needs to be developed for this client within a very short time. It should be made of a resistant, very thin and easy-to-fashion material.

### Project activities



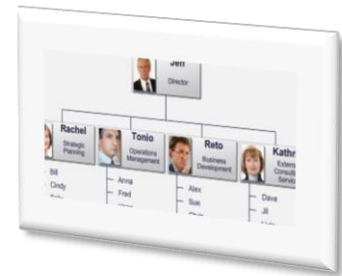
### Qualifications

In this scenario the required Skills are following:

- Engineering
- Tests + Analysis
- Production
- Logistics
- Sales + Marketing

## Company Reorganization project

Scenario name: **reorg**



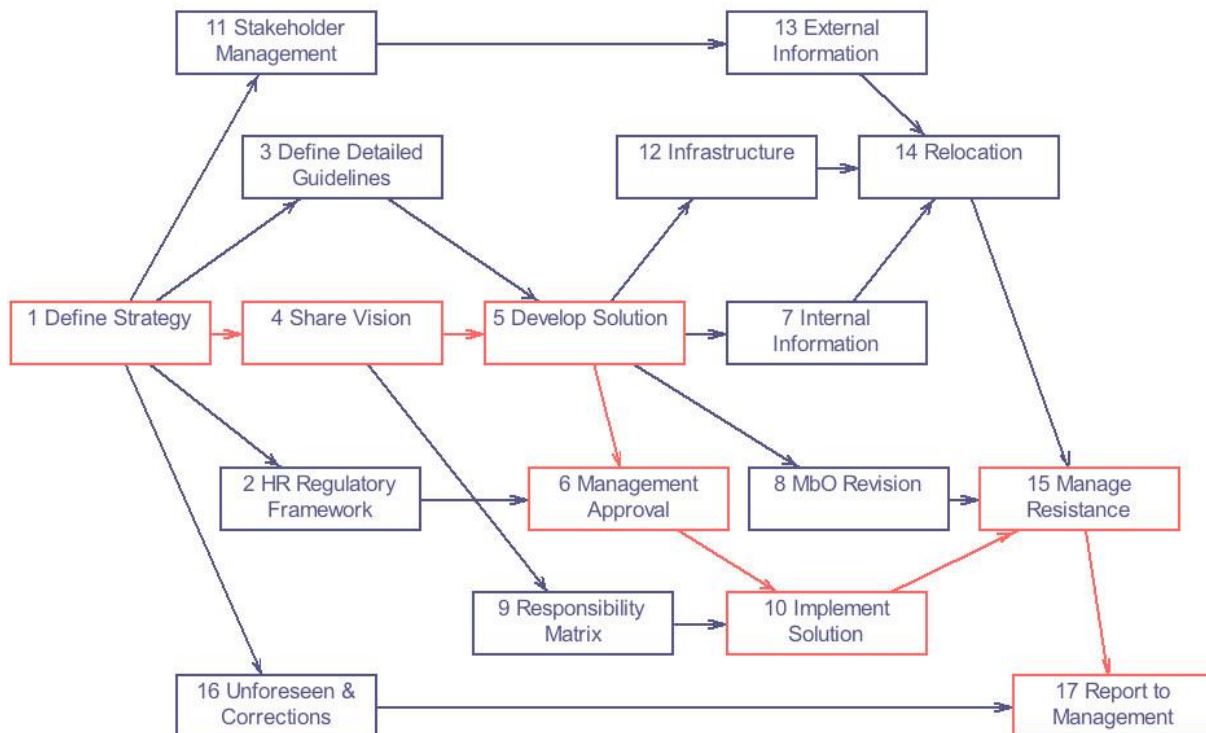
### Project description

In line with the new company strategy, defined at the beginning of the year, the top management decided to redesign the company's organization in order to address new market challenges. Measures will enhance the capacity to answer faster and better customer's expectations and will enhance the efficiency of the global network of partners.

A tentative schedule has been defined, with a list of activities. The budget for the reorganization project and the deadline have been set. The core-team has been assigned.

### Project activities

#### Activity Network



### Skills

In this scenario the required skills for project execution are following:

- Project Management
- Human Resources
- Operational Management
- Communication + PR
- Contract Management

## Refinery Refitting Preparation

Scenario name: **oilandgas**

### Project description

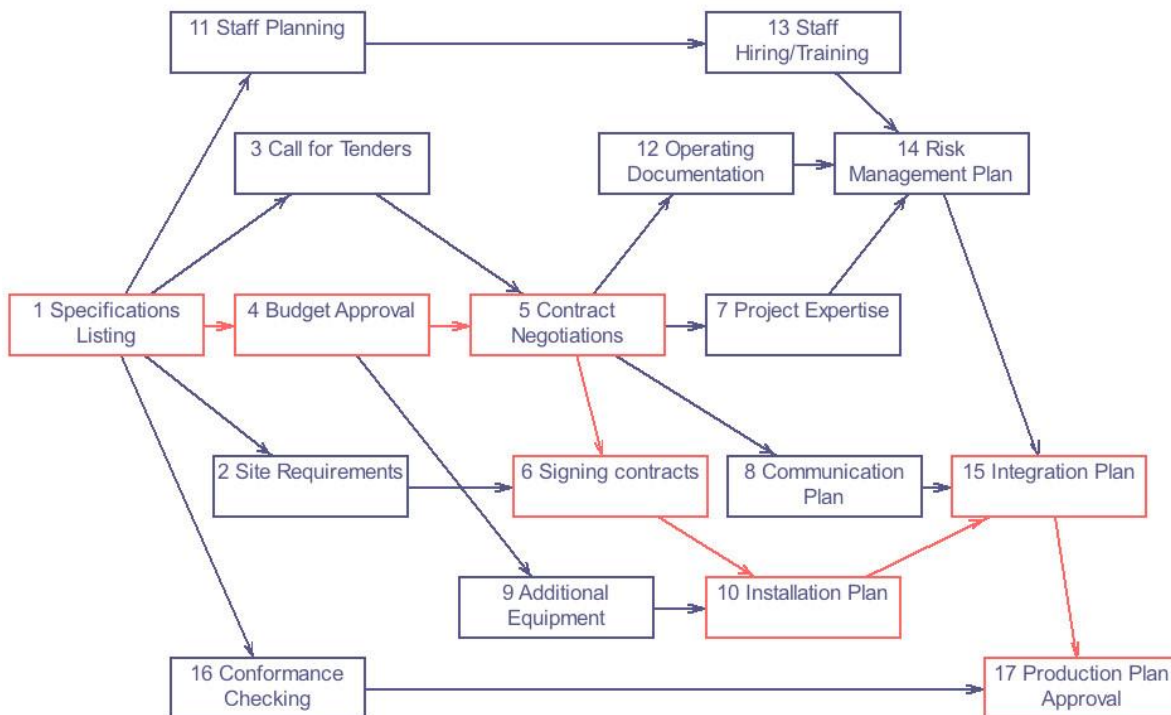
Your company owns several refineries. Company management wants to respond rapidly to growing demand on high-quality gasoline. Additional equipment must be purchased and installed. A sub-project for planning this new installation has been launched.



For this sub-project a tentative schedule has been written with the list of activities, budget and time required. The core-team has been established.

### Project activities

#### Activity Network



### Skills

In this scenario the required skills for project execution are following:

- Oil Technology
- Construction
- Finance
- Procurement
- Human Resources

## Agile Software Development

Scenario name: **agile**

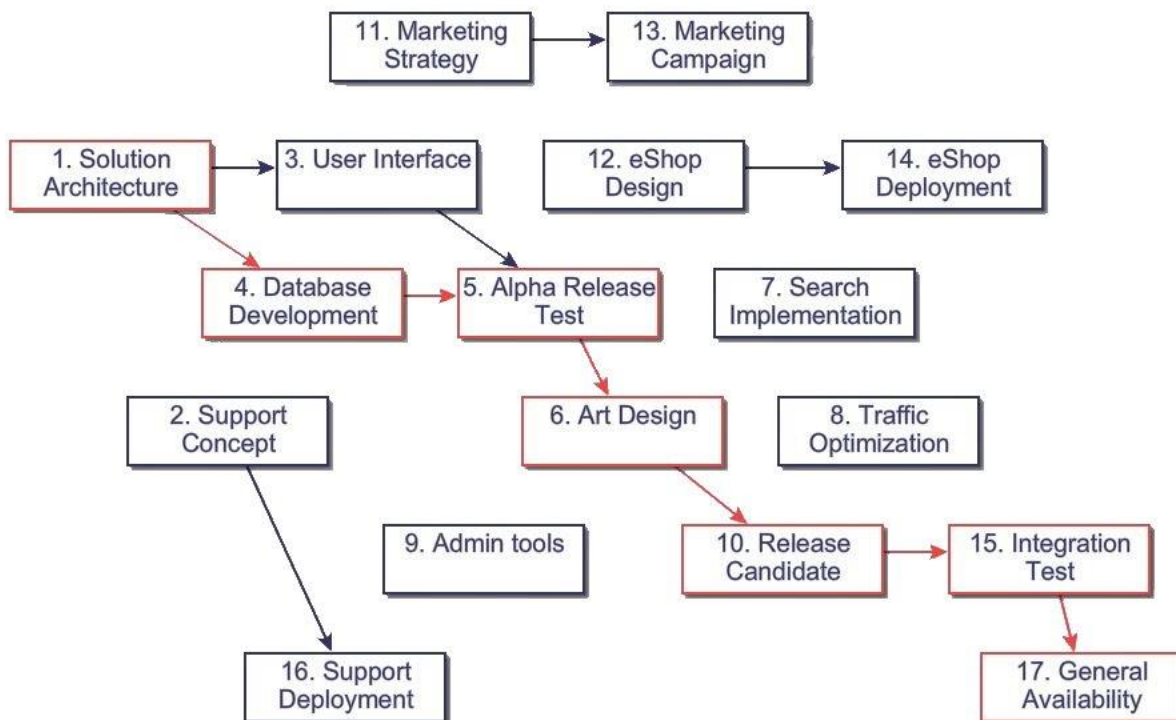


### Project description

In accordance with the marketing strategy defined at the beginning of the year, the management wishes to provide our customers with an online interactive service.

This will allow customers to follow-up and control orders without the intervention of either the customer service or accounting departments. The customer representative is the Product owner. List of product backlog tasks, budget and time required have been defined. The core team has been established.

### Project activities



### Skills

In this scenario the required skills for project execution are following:

- Web Design
- Database
- Programming
- Business
- Sales & Marketing