



Portfolio Management SIM^{gs}

Portfolio Management SIM^{gs} is a computer-based simulation where participants make decisions on their clients' portfolio under completely realistic and ultimately very challenging market conditions

SIMULATION PROGRAM OVERVIEW

In Portfolio Management SIM^{gs}, participants lead a portfolio management institution. As a team of 4 people, they are in charge of making strategic and tactical decisions on their clients' portfolio as well as taking the necessary operational decisions to realise the strategic and tactical objectives they themselves have set. Their company is, of course, in competition with other institutions in the market, so each management team is trying to achieve the best performance and maximum profit for their clients. Over the duration of 12 business periods, the participating teams will make their decisions in accordance with the market information available to them. Their success, in turn, will be affected significantly by their ability to anticipate the market changes and take necessary steps to en-

sure that their clients and their company benefit from these changes in the best possible manner. Therefore, the teams need to combine the knowledge and managerial skills of each team member to achieve extraordinary results in this challenging environment.

In each business period participants will receive a business forecasts and make their decisions on the basis of future expectations and the existing market conditions. They input their decisions in a structured sequence, determining strategic and tactical asset allocation first and then moving to operational decisions such as marketing, human resources and logistics. Before they enter their final decisions into the system, participants are given a chance to simulate their own calculations, which helps them to verify their assumptions and enables them to reach optimum decisions. Once they reach their final decisions, they hand them in to the facilitator, which generates a market simulation from the decisions of all participating teams. The results of the business period then are shared with all of the teams where the participants receive detailed reporting on their performance for each of the market segment as well as for each decision field,

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Simulation overview

Decision fields

- I) Strategic and Tactical Asset Allocation
- II) Portfolio realization decisions for two client types (Conservative and Dynamic)
- III) Operational decisions (Fees & Commissions, Marketing, HR and Logistics)

including operations. The performance of each institution is compared against all other competitors, the market and a benchmark portfolio.

Portfolio Management SIM⁹⁵ is designed by using the actual data from the Swiss, US, European, Japanese and Emerging Markets (China) data. The simulation was developed in cooperation with the Banking Institute of the University of Zurich, and the Portfolio Management Unit of Bank Julius Baer.

TARGET AUDIENCE

- Career starters, management trainees and new hires
- Financial consultants and private bankers
- Non-portfolio management related staff in a banking and financial institution
- Junior and middle-level bank managers and decision makers

OBJECTIVES/LEARNING OUTCOMES

- Learn and improve the understanding of the essentials of modern portfolio management
- Comprehend the real significance of why asset allocation is key to good performance
- Understand the interrelated aspects of portfolio management and business economics and develop skills to apply them in real life
- Learn how to optimize decision making process in a structured manner and apply these simple principles in real life
- Identify and fully comprehend the strategic success factors in portfolio management and apply them as an extraordinary portfolio manager

WORKSHOP DURATION & GROUP SIZE

- Workshops from 10 to 200 people
- Workshops from 2 to 4 days



Decisions on conditions and charges



Strategic and tactical asset allocation



Decisions on Marketing, HR & Logistics