

## Micro Business Game Training Module



### Content

We as German Sparkassenstiftung we are offering the Micro Business Game Training to support potential and existing entrepreneurs in setting up and growing sustainable and successful businesses.

Micro Business Game is a highly interactive and participatory training for potential and existing entrepreneurs who want to learn how to succeed and sustain their businesses. The overall objective of the Micro Business Game is to get experience on managing a business effectively by using an experience-based approach. This learning methodology creates an environment where the participants will learn while playing a game. Micro Business Game is a real-life simulation where participants can gain basic financial knowledge to manage their businesses. Participants of the training, learn the crucial principles of managing a business and how to deal with upcoming challenges and opportunities in their business life.

In the haptic board simulation Micro Business Game, entrepreneurs manage a small fruit store. During the training, they form teams to compete and encounter growth opportunities, challenges of employers and threats as well as business opportunities. Teams communicate with each other in order to make the best decision for their businesses. Team members, who also see the results of their given decisions learn the methods of making a business successful during the game. At the end of the training, participants increase their financial and marketing knowledge, entrepreneurship skills and open new perspectives to manage business. Participants are also learning customer relations, investment types and financial services.

This module aims to provide;

- Gaining basic economic knowledge of all influencing factors.
- Understanding the meaning of entrepreneurial thinking and acting.
- Learning how to further develop micro and small enterprises and discover challenges and opportunities on the way forward.
- Understanding basic accounting and controlling principles and applying simple financial tools.
- Developing a deeper customer understanding and basic marketing knowledge.
- Realizing market dynamics and competition.
- Understanding the interface between microfinance institutions and clients and realize implications.

**Face to Face Training Duration: 3 Days**

**Online Training Duration: 5 Half-days**