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Mergers & Acquisitions Experience Simulation

Plan and practice corporate M&A strategies



Overview

Participants working in competitive teams are tasked by the CEO of a successful service sector business to manage the acquisition of another business in order to deliver its strategic objective of substantial market development. This engaging online business simulation is as close as students can get to the real thing in terms of having the responsibility for managing the whole process from understanding acquisition objectives right through to Post Merger Integration.

Designed to improve success rates of M&A activity

With more than 50% of M&A activity failing to achieve strategic objectives, the M&A Experience simulation enables participants to develop the knowledge and skills to manage M&A processes in a structured and competent manner in order to achieve successful outcomes.

The M&A Experience simulation also builds employability for those looking to work in the corporate sector or to seek a career in consultancy or accountancy firms.

Who is it for?

Designed originally as a course module for full-time and Executive MBAs wishing to experience M&A strategy, processes and practice, the M&A Experience simulation also makes an ideal Executive Education short-course or Corporate Event for those involved in or likely to be involved in M&A activities.

More than 1 million M&A deals have been completed globally in the last 35 years.

Source: Institute for Mergers, Acquisitions and Alliances (IMAA)

Delivered on
The Simulation Space platform



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Phase 1:

Welcome & Briefing

In this first phase teams are asked to:

- Consider inorganic growth as a strategy
- Evaluate industry attractiveness
- Consider the growth strategy of the acquiring company
- Evaluate its acquisition readiness

Phase 2:

Identification of Potential Acquisition Targets

In the second phase of the simulation, teams work through:

- Setting Acquisition Criteria
- Identifying Potential Target Acquisitions
- Target Evaluation & Valuation

Phase 3:

Due Diligence & Managing Risk

In the third phase, participants have the opportunity to review the legal, financial, strategic, managerial and other aspects of a potential acquisition (a process known as Due Diligence) and to consider the risks involved in making an acquisition and how they will manage them.

Phase 4:

Anticipating Defence Strategies

In this phase, teams examine a hostile bid for one of the potential acquisition targets, why a company's board might resist a hostile bid and some defence options available to the board. This phase includes MBOs as a defence option.

Phase 5:

Post Merger Integration (PMI)

In this final phase teams work through the options, issues and challenges of PMI including:

- Objectives for PMI & role in M&A failure
- Intended level of Integration
- Integration Plans & Project Management Tools
- Culture and Managing Change

Learning review & scoring work produced

Participants are encouraged to keep a learning review throughout the simulation. A scoring system is built into all four phases of the simulation so that it can be run competitively, where appropriate, with teams working together to produce the best scores for each individual phase and best combined score.

Great experiential learning



'For our students, the M&A Simulation has proved a stimulating and enjoyable journey, with the opportunity to apply strategy and business tools to the decision-making challenges of an acquisition process in near real-world conditions – great experiential learning'

Clive Kerridge – Course Director, MSc Strategy, Aston Business School



'The simulation provides a phase-by-phase step to explore and learn offensive and defensive framework, and understand the strategy, workable synergies, valuation, execution, legal components, and risks involved in M&A.

In addition the simulation enables learners to work as individuals and in their teams, with diversified thinking and practical skills enhancement in project management, problem solving, creative thinking, communication and decision making. A useful hands-on simulation platform to learn and experience managing uncertainty in a complex environment.'

Dr Eric CK Chan – Regent University, London

Ready to get started? Request a quote at: www.learningdynamics.co.uk

Online simulations that help deliver an exceptional learning experience

We partner with universities to provide immersive online simulations designed to enhance key business disciplines and skills for university students and corporate teams worldwide.



Operations

Strategy

M&A

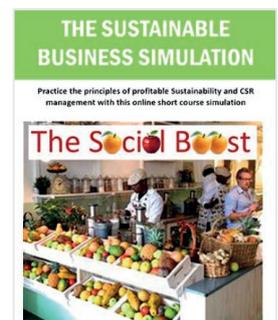
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