



An Interactive eBusiness War Game

This course is designed to provide participants with an eye-opening experience into the complex world of Internet business. Central to the experience is the high-energy computer business war game exercise **IMPACT**. Dozens of interviews and hundreds of hours of research have been distilled to create a course that provides essential business insights regarding the Internet. By assuming the role of an eBusiness decision-maker, participants are given an opportunity to immediately apply these insights. This intensive course is designed to create the fun, excitement, and adrenaline rush that only a few brave Internet entrepreneurs have been able to experience!

Taught by Northwestern University instructors, participants will challenge old paradigms and innovate new solutions.

Learn By Doing!

Participants will play the role of a management team tasked with developing and implementing an Internet presence for their company. In the first round of competition, participants design and develop a strategy based on both internal and external assessments. In further rounds, participants run the Internet company, execute tactics, and modify strategies based on marketplace changes and using lessons learned in the lecture/discussion portion of the course.

“Whether old economy or new economy, the rules still apply. No brand wins without a defensible, distinct brand positioning that adds value for the customer... No company wins unless the math works, delivering earnings growth and increasing shareholder value.”

CEO of Walmart.com



Does your team need to be ...

- More Strategic?**
- More Financially Aware?**
- More Customer-Focused?**
- More Market-Aware?**
- More Business-Savvy?**
- More Involved and Energized?**

Manage your own eBusiness!

Upon completion of this course you will be able to:

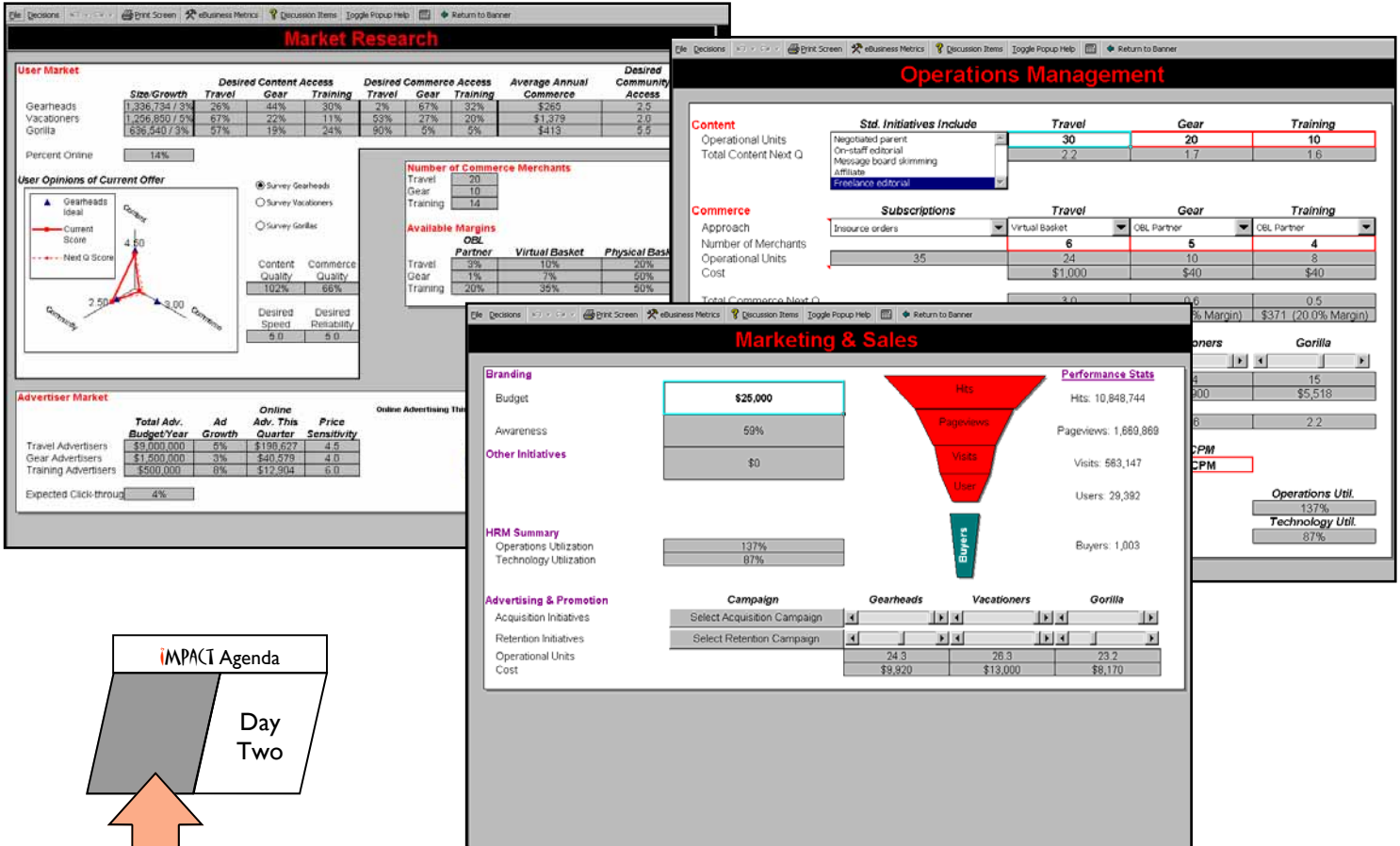
- **Describe** the major impacts of the Internet on your business
- **Enhance** your firm's business and value proposition using the 5 C's of the Internet
- **Execute** important decisions and tradeoffs required to implement an Internet presence
- **Analyze** the metrics that measure the efficiency & effectiveness of an Internet presence
- **Assess** the different Internet business models
- **Develop** and implement an Internet presence



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A Snapshot of iMPACT



SAMPLE TOPICS

Strategic Planning

- Mission/Vision, objectives, strategy, tactics
- SWOT analysis
- Internal and external strategic alignment

Market Analysis

- Market segmentation
- Customer surveys and marketing mix
- Macroeconomic drivers

Competitive Analysis

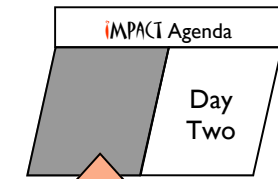
- Benchmarking
- Predicting behaviors and competitive response
- Sustainable competitive advantages

Operations

- Research and development
- Distribution
- Training and development

Financial Analysis

- Profit and loss statements, the balance sheet, and cash flow statements
- Interpretation of financial and operational ratios



Sample Day One

- Strategic Planning for the Internet Discussion
- Financial Reporting Lecture and Discussion
- Rounds 1-4 Competitions and Debriefs
- Operational Metrics and Profit Levers Lecture and Discussion

Although the final exam takes place in the real world, wouldn't it be nice if your team already had some of the answers?