



## Unforgettable Business Learning

Capsim business simulations engage participants in a dynamic competition to turn struggling companies into successful, profitable businesses. Classes are divided into teams that work together to focus on strategy, finance, production, marketing and all the key elements that interact to build their business. Instructors focus on directing the learning experience towards defined learning goals.

With each round of decisionmaking representing a full year for the company participants build their business acumen and decision-making confidence as they interpret data, shape

strategies and experience the results. A host of Capsim materials and services support the creation of a dynamic, highly interactive learning experience.

Delivered online, in the classroom, or a combination of both, delivered in condensed or expanded time frames, Capsim programs have the flexibility to adapt to any academic or corporate curriculum. The Capsim formula for participant achievement, minimal preparation and easy adaptability has proved successful at more than 500 business schools and leading corporations worldwide.

## The Capsim business simulation experience is engaging, rewarding, highly memorable and immediately applicable to business in the real world.

### Building business acumen and skills, measuring results

Capsim offers three business simulations for building and assessing the skills and knowledge of practicing and aspiring business people.

#### Learning programs



Foundation, an engaging introductory simulation designed to teach all the essential elements of running a business: finance, the cause and effect relationships between functional areas, satisfying customer demands and competitive analysis.



Capstone, a rich, complex business simulation designed to teach strategy as well as advanced business finance, cross-functional alignment, competitive analysis and the selection of tactics to build a successful, focused organization.

With each simulation, participants work in teams or individually, competing against each other or the computer, as they guide their companies through several years of tough competition in an evolving market. Each year, or round, they analyze performance data from the year before and make decisions designed to move their company towards success.

#### Assurance of learning



Comp-XM, a follow-up exam, uses the same simulated business environment to test participants' achievement of learning goals in line with recognized standards of accreditation for business schools.

Participants work individually and compete against other computer-simulated companies. The decisions they make in each round generate exam questions, making each participant's exam—and answers—unique. Comp-XM tests an individual's ability, not only to answer questions about managing a business, but to *manage* the business itself.

Comp-XM was designed to help meet the Assurance of Learning Standards set by academic accreditation agencies including AACSB, ACBSP and IACBE.

The exam can be delivered at a customer's institution, or Capsim will manage an online assessment lab on the customer's behalf.

# Simulated Business – Genuine Learning

Simulations are ideal for studying business. Successes reinforce knowledge and mistakes build insight with no risk to capital or resources. Participants compete head-to-head for market share while building stakeholder value strengthening their ability to make sound decisions about the complex issues that challenge all businesses.

## Learning to Run a Business—by Running a Business

Working in teams or individually, participants in Capsim business simulations build and strengthen their business acumen as they make decisions that shape the future of a company—one that needs a clear direction to meet customer demands and improve its financial results. Participants in Capsim are immersed in a true-to-life competitive business environment throughout the learning experience. The Capsim experience can be delivered face-to-face, completely online—for distance learning—or through a mix of both, live and online.

More realistic than case studies or board games, Capsim simulations challenge participants to become accountable for the growth of a company as they:

- Establish a strategy and shape the tactics to support that strategy over time.
- Analyze and synthesize data from across the enterprise: research and development, operations, marketing, finance, and more.
- Track customer demands, assess competitor activity, and make tactical decisions in a fast-paced, highly competitive business environment.

## Working with the Language and Tools of Business

Capsim simulations are web-based learning tools that use dashboards and reports to present dynamic financial and operational performance data. Working with balance sheets, income statements and cash flow statements,

participants discover how to interpret key financial information on their own and their competitors' virtual companies. They deepen their understanding of the financial ratios that measure success.

## Helping to Build Better Business People

More than 500 universities and corporations around the world have trusted Capsim simulations to help arm business people with the skills, knowledge, and confidence to become effective business leaders.

### At School

Each year 85,000 university and business school students participate in simulations driven and supported by Capsim technology. More than 2,000 professors have enriched the learning experiences in their classes with Capsim simulations, including instructors at Haas School of Business, University of California, Berkeley; Kellogg School of Management, Northwestern University; Hankamer School of Business, Baylor University; and Kellstadt Graduate School of Business, DePaul University.

*"I'm very focused in my Competitive Strategy course to develop my student's strategic thinking abilities. Capstone, I've found, is the best method to get them to use those strategic thinking abilities."*

*Dr. Frank Schultz, Haas School of Business, University of California, Berkeley*

### At Work

Leading businesses across the globe use Capsim simulations to identify and develop future leaders, foster strategic focus across the organization, cultivate a competitive spirit, and build cohesive teams. Companies using Capsim simulations to help improve management performance include:

Allstate Insurance, Caterpillar, Discovery Channel, GE, Goldman Sachs, J&J, Linde Group, Microsoft, Samsung and many more in industries ranging from banking to medical devices, from semiconductors to retail.

*"I used to think our boss was so out of touch, making the decisions he made that affected my department. After Capstone, I can see all the other stuff that he had to balance and deal with. I was the one out of touch – with the big picture."*

*IT manager, major insurance company*

# Capsim Simulation Experiences

**Participants credit Capsim business simulations with providing the most valuable lessons in their business career.**

*“Our students love the Capstone simulation. (They) discuss what they have accomplished during their tenure as CEO of their company. In addition, they present a case for why they should be allowed to continue to manage the company. These presentations lead to the best classroom discussions I’ve ever experienced--in nearly 20 years of teaching strategic and marketing management. MBA students have the opportunity to see how decisions resonate within all areas of the company and they begin to appreciate the organization as a system of interrelated parts.”*

*Dr. Tony Muscia  
Director of Graduate Business Programs, Ottawa University*

	Learning programs		Assurance of learning
	Foundation®	Capstone®	Comp-XM®
<i>Goals</i>	Build and strengthen: <ul style="list-style-type: none"> <li>• Business acumen</li> <li>• Finance skills</li> <li>• Team process skills</li> <li>• Strategic decision-making skills</li> <li>• Understanding of the integration among business units</li> <li>• Communication skills</li> <li>• Leadership skills</li> </ul>	Build and strengthen: <ul style="list-style-type: none"> <li>• Business acumen</li> <li>• Advanced strategy and finance skills</li> <li>• Fiduciary responsibility</li> <li>• Competitive analysis</li> <li>• Understanding of cross-functional alignment</li> <li>• Team process skills</li> <li>• Communication skills</li> <li>• Leadership skills</li> </ul>	Test and strengthen what the participant learned: <ul style="list-style-type: none"> <li>• Business acumen</li> <li>• Strategy</li> <li>• Finance</li> <li>• Tactics</li> <li>• Competitive analysis</li> <li>• Marketing</li> <li>• Integration of business units</li> </ul>
<i>Scope</i>	<ul style="list-style-type: none"> <li>• Research and development</li> <li>• Marketing</li> <li>• Production</li> <li>• Finance</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Human resources</li> <li>• TQM/Sustainability</li> </ul>	<ul style="list-style-type: none"> <li>• Research and development</li> <li>• Marketing</li> <li>• Production</li> <li>• Finance</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Human resources</li> <li>• TQM/Sustainability</li> <li>• Labor negotiations</li> <li>• Advanced marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Research and development</li> <li>• Marketing</li> <li>• Production</li> <li>• Finance</li> <li>• Human resources</li> <li>• TQM/Sustainability</li> <li>• Labor negotiations</li> <li>• Advanced marketing</li> </ul>
<i>Complexity</i>	<ul style="list-style-type: none"> <li>• 1 to 2 market segments</li> <li>• 1 to 5 products</li> <li>• 1 to 5 competitors</li> <li>• 5 to 8 years (rounds)</li> <li>• \$40M company</li> </ul>	<ul style="list-style-type: none"> <li>• 1 to 5 market segments</li> <li>• 1 to 8 products</li> <li>• 1 to 5 competitors</li> <li>• 5 to 8 years (rounds)</li> <li>• \$100M company</li> </ul>	<ul style="list-style-type: none"> <li>• 1 to 4 market segments</li> <li>• 1 to 8 products</li> <li>• 3 competitors</li> <li>• 4 years (rounds)</li> <li>• \$100M+ company</li> </ul>
<i>Audience</i>	<ul style="list-style-type: none"> <li>• Associates</li> <li>• New hires</li> <li>• Supervisors</li> <li>• Functional managers</li> <li>• Undergraduate students</li> <li>• High school seniors</li> </ul>	<ul style="list-style-type: none"> <li>• Managers</li> <li>• Seniors managers</li> <li>• Executives</li> <li>• MBA students</li> <li>• Undergraduate seniors</li> </ul>	<ul style="list-style-type: none"> <li>• All graduates of Capstone and Foundation learning programs</li> </ul>

### Flexible delivery options for maximum convenience

Capsim simulations have been designed to adapt to a variety of workshop, classroom, and self-paced learning schedules—from days to weeks, quarters or semesters. An unlimited number of participants may compete as teams or individuals, against each other or computer-generated companies.

### Implementation simplicity and unparalleled support

Capsim simulations are delivered online and work across all platforms, which means that the only technology required is Internet access via participant computers. Capsim technical staff have continually evolved the simulations over time to ensure that they run reliably and without interruption. Recognizing the richness and multiple layers of learning that can be gained from the simulations, Capsim offers unlimited support for instructors, participants and the organization.

### Experience a Capsim business simulation

Capsim business professionals are on hand to demonstrate the Capsim simulation experience. Conducted live over the Internet and telephone, a one-to-one demonstration is tailored to address your specific questions and areas of interest. In less than an hour, you experience first-hand how easy it is to set up and run the simulation and how rewarding it can be for people who are serious about becoming talented business leaders.

For a free 1-to-1 demonstration of the simulations and how they benefit any business learning environment or course, contact the Capsim team at:

877.477.8787  
(847.501.2888 for callers outside the US and Canada)

[sales@capsim.com](mailto:sales@capsim.com)

Or, visit [www.capsim.com](http://www.capsim.com)

Capsim is a global leader in developing and delivering business simulations that prepare participants to run profitable businesses. The Capsim business simulation experience gives participants, in both academic and corporate settings, the opportunity to practice the skills and build the business acumen necessary to manage successful companies. More than 600,000 students, corporate executives, managers, and employees have participated in Capsim learning experiences at 500 universities and corporations worldwide.

“The simulation has been a fantastic addition to my classes and the support given is tremendous... I recently tried a competition across three countries and it was a success – all in two days with 7 rounds.”

*Dan Fogel,  
University of Pittsburgh*

“You guys provide terrific service, and you’re really appreciated here at Ferris!!!”

*Dr. C. J. Bolling,  
Ferris State University*

“The business simulation was a great way to finish our management development course. It allowed for each of the participants to gain important knowledge of how a business operates, understand key financial metrics and leverage team-mates’ expertise.”

*Senior manager,  
global diversified industrial company*

“The most impressive, detailed, fun and educative simulation I’ve ever done. I learned a lot about capacity, production – and what it takes to make a profit. This week I was constantly relating the simulation to my day-to-day job.”

*General manager,  
global consumer electronics company*

“I wanted to let you know that your program/service is one of the best bargains, yes I said bargains, on the market. My students get more value per dollar with “Foundation” than any learning tool they have; thank you.”

*Vince Enslein,  
Clinton Community College*



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