

INTERNATIONAL BUSINESS STRATEGY

GLOBALDNA® 



ADVANCED BUSINESS STRATEGY

CAPSTONE® 



FUNDAMENTALS OF BUSINESS STRATEGY

FOUNDATION® 



ENTRY LEVEL BUSINESS

CAPSIMCore™ 



TEAM DYNAMICS AND SOFT SKILLS
ASSESSMENTS

TEAMMATE® 

PLATFORMS and SOLUTIONS

International Business Strategy



Professionals on the GlobalDNA platform are left with complex, unusual challenges and risky opportunities they face in global organizations or globalization. They have to analyze very different markets, take critical growth decisions, adapt products to regions, and take into account the fluctuations in financial markets.

Analyzing emerging markets, foreign exchange fluctuations, customs tariffs, "outsourcing" option in production, global finance markets, analyzing, interpreting and making dynamic decisions.

It is ideal for International Business Management, Global Strategy, Global Marketing training. It provides the concept of teamwork, leadership, institutionalization as well as technical skills.



Advanced Business Strategy

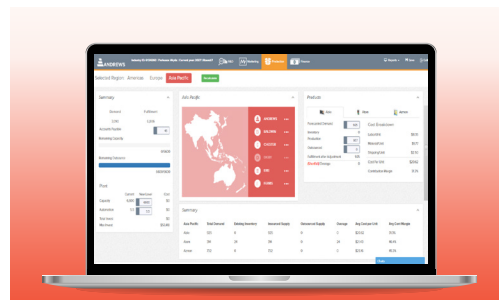


Capstone is an advanced business strategy platform perfect for higher-level strategy and policy courses among executive development programs. Capstone bridges the knowing-doing gap by giving attendees a platform to apply the knowledge they've gained throughout their development programs and professional careers. Professionals must implement a strategy and develop tactical decision-making for long-term success, all while taking into consideration their competition and a quickly changing marketplace.

On the Capstone platform, professionals experience the challenges of the business world first hand. They face crisis scenarios, well designed ethical dilemmas, advanced marketing decisions and even labor negotiations. They begin to analyze the big picture with detailed analysis and exercise their strategic thinking and application skills.



Departments	R&D, Marketing, Production, Finance Executive Training Development Programs (EDP)	R&D, Marketing, Production, Finance Optional: HR,TQM, Adv. Marketing, Labor Negotiation, Crisis Scenario, Ethics
Market Segmens	2 Segments in 3 Regions	5 Segments
Number of Products	1-4	5-8
Players per Each Team	4-6	4-6
Main Product	DNA Test Kit	Sensor
Target Group	Global Strategy, International Business	Strategic Management, Business Strategy
Program Details	3 days; 1 Practice, 6 -8 Competition Rounds. Strategy, Marketing, Finance, Product Management, Leadership training 15 minutes corporate presentation	3 days; 1 Practice, 6-8 Competition Rounds Strategy, Marketing, Finance, Product Management, Leadership training 15 minutes corporate presentation



"During the last 15 months I enhanced my learning and this simulation helped me a lot to connect the dots. That is to say I figured out which is matching what and what is happening and why? Thanks to the simulation, lecturers and all my friends that made this possible."

Manager at Automotive Industry

"Moreover, "practice by doing" and "teaching others" are the most dominant layers of the learning pyramid's retention rates and this learning experience as a team will stay with us thanks to this wonderful simulation."

Manager at FMCG Industry

"The company's bankrupt experience, even with virtual money, created a strong stress on me."

Manager at Banking Industry

"From sales to HR planning, it was a very high quality education that I have seen as a concrete inter-unit and financial interaction. I would also like to thank you for clearly sharing the concepts and questions with the memorable examples. "

Manager at Construction Industry

"It was a very successful process from our point of view, and we were very happy to be involved in using the application. We had the opportunity to have fun while learning some things."

Manager at Tire Industry

"In my 16-year professional experience, the most entertaining, most enjoyable and real-time education I have ever had in my life. I think that company management can only be explained in such a correct and effective way. At the same time, the information/reminders that our trainers gave in the form of nuggets were also very useful. Thank you again."

Manager at Pharmaceuticals Industry

"A great experience, I recommend this platform instead of many training. Compact, efficient and very effective process!"

Manager at Electrical Industry

PLATFORMS and SOLUTIONS

Entry-Level Business

CAPSIM^{Core}™

CapsimCore™ is an entry-level platform and the perfect starting point for entry-level business training.

Platform gets attendees excited about the world of business by exposing them to concepts and terminology in a fun and engaging simulated environment.

As attendees manage their company, they must analyze, think critically and reflect on key business decisions made in four functional areas including Research and Development, Marketing, Production, and Finance.

Fundamentals of Business Strategy

FOUNDATION[®]

In the Foundation platform, professionals recognize the essential elements of business and make management decisions. They examine how financial and operational data are needed to take informed actions, and use their reports to implement team decisions.

Ideal for production, accounting, financing, marketing and management training. It also serves professionals with different expertise and professional background.

Fundamentals of Global Strategy

CAPSIMGlobal[®]

CapsimGlobal is Capsim's newest international business strategy platform, focusing on introducing participants to the numerous challenges that come along with running a company in a global setting. Within the platform, there are three geographical regions: USA, Germany, and China.

Participants will be responsible for making company decisions across a global environment. CapsimGlobal is easy to onboarding and presents clearly how challenging global operations can become.

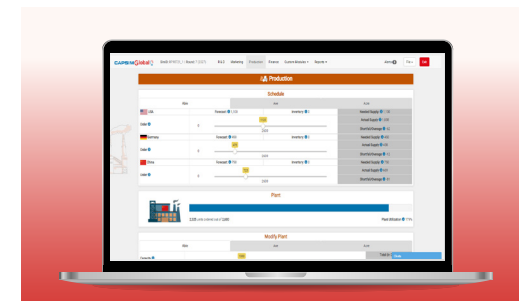
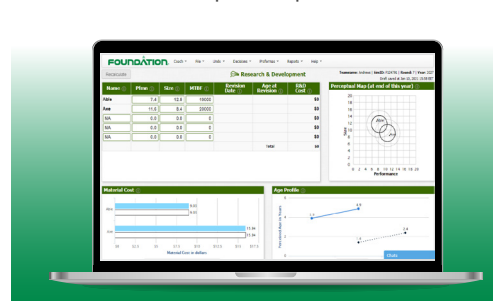
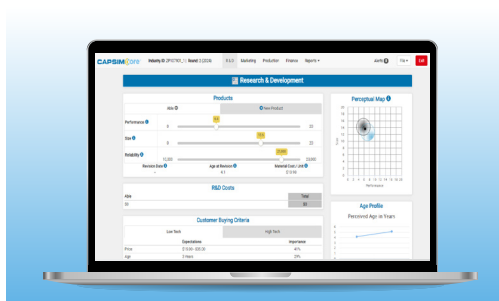


CapsimCORE™

Foundation[®]

CapsimGlobal[®]

Departments	R&D, Marketing, Production, Finance Optional: Automatable departments	R&D, Marketing, Production, Finance Optional: HR, TQM, Ethics	R&D, Marketing, Production, Finance Optional: HR, TQM
Market Segments	2 Segments	2 Segments	2 Segments in 3 Regions
Number of Products	1-4	1-5	1-4
Players per Each Team	3-4	4-5	4-5
Main Product	Sensor	Sensor	DNA Test Kit
Target Group	Non-Business, Intro to Business	Young potentials, mid-high level managers	International Business, Global Strategy
Program Details	1 day; 1 practice, 6-8 competition rounds, 5 minutes flash presentation	2-3 days; 1 practice, 6-8 competition rounds, Strategy, Marketing, Product Management, Leadership trainings 10 minutes corporate presentation	2 days; 1 practice, 6-8 competition rounds, 10 minutes invest presentation



ASSESSMENTS

Capsim’s assurance of learning solutions provide meaningful data for accreditation and student development. The chart below illustrates which of our solutions best assess specific learning goals.

These essential seven learning goals were assembled through comprehensive research of more than 50 business schools and are easily aligned to the learning goals developed by your institution.



TeamMATE is an on the job team assessment and development tool for any training using team-based assignments. Team members rate themselves and team members individually while also rating their team’s effectiveness.

TeamMATE delivers developmental tactics tailored to the performance of each individual and team to help professionals improve. The assessment can be completed in 15 minutes and results can be used in reporting and professional development.



CapsimInbox is an individual simulation tool that assesses and develops soft-skills. Participants are dropped into the role of Director of Operations & Sales, facing an inbox full of emails and instant messages. Over the next 60 minutes or less, their ability to effectively and efficiently prioritize and respond to these messages will determine their success.

Participants receive objective feedback describing overall managerial effectiveness and specific skill proficiencies.



Capsim360 is a multisource managerial skill assessment ideal for programs with professionals.

A participant-driven interface makes administration easy while the assessment can be completed in 15 minutes.

Capsim360 delivers reliable data that is used in accreditation reporting, curriculum adjustment, and professional development.



Comp-XM is an individual simulation-based assessment that measures business knowledge and application. Used in conjunction with Capsim’s Foundation , GlobalDNA or Capstone platforms.

Comp-XM delivers self-service and custom assurance of learning reports used in accreditation as well as data for professional development. The assessment takes 2-6 hours to complete.

Learning Goals	TeamMATE	CapsimInbox	Capsim360	CompXM
Analytical and Quantitative	●	●	●	●
Leadership and Interpersonal	●	●	●	
Communication	●	●	●	
5C - 4P Team Dynamics Assessment	●		●	
Business Function Integration				●
Critical-thinking and decision-making		●		●
Global or multicultural awareness	●		●	●
Business ethics		●		Optional

*"I hear and I forget,
I see and I remember,
I do and I understand"
Chinese Proverb*

Unforgettable Business Learning

Capsim Platforms are designed for the participants to experience and appreciate the complexities of managing a company striving for success in a competitive environment. The experience we offer not only addresses hard skills but also offers the opportunity to experience and learn practice-based skills such as Business Acumen. We are ready to support you throughout the process of structuring a learning program, executing at exceptional quality and evaluating professionally.

