

What is the Capstone Business Simulation?

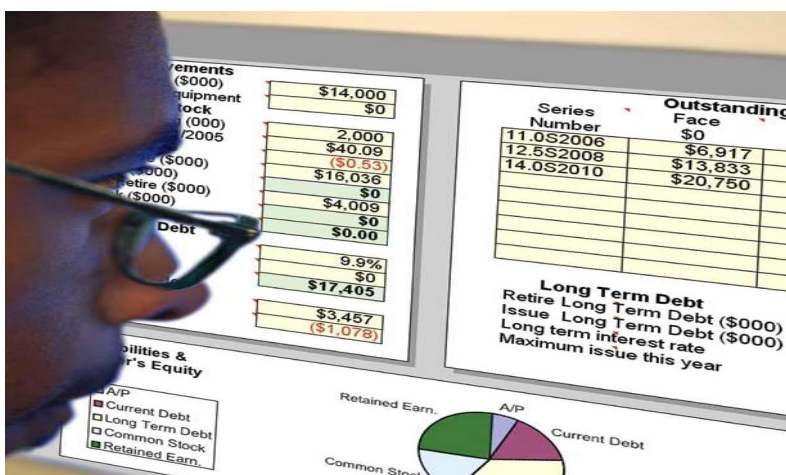
Capstone® is a rich, complex business simulation designed to teach marketing, strategy, business finance and accounting, cross functional alignment, competitive analysis, teamwork and the selection of tactics to build a successful, focused organization. Participants will face a complex and rapidly evolving scenario in which business acumen is tested and enhanced through modelling, analysis and strategic planning.

In Capstone®, participants will run a \$100 million company for eight years (or rounds) as a team. The company they take over is unfocused and performing poorly. It is trying to support five products in very different market segments and faces constant customer demand for better, faster, cheaper products. There is immediate pressure for the management team to develop a strategy and implement it thoroughly with every decision.

Each simulated year decisions are required in Research and Development, Marketing, Finance and Production. In later rounds, Human Resources and Total Quality Management will be added for complexity and the opportunity for competitive advantage.

Shareholder value, financial control and operational excellence are the keys to success—but they are difficult to maintain against fierce competition.

Because the goal of each management team is to build a successful company based on their chosen corporate strategy, each team has the opportunity of selecting their own benchmarks for success. They choose from Return on Equity (ROE), Return on Sales (ROS), Market Capitalization, Market Share (in Dollars), Cumulative Profit, Return on Assets (ROA), Asset Turnover and Stock Price.



- Links together core business learning
- Consolidates knowledge about the diverse aspects of running a company
- Builds confidence in analyzing the revenue-cost-profit economics of a business
- Helps understand how the functional pieces of a business fit together
- Provides valuable practice in crafting profitable growth strategies
- Sharpens business judgment
- Provides a capstone for business school education
- Gets the students “industry ready”