



EXPANDING BEYOND BORDERS

Expose your students to the **unique challenges and complexities** businesses face as they begin **selling on the global stage** with GlobalDNA™, a new international business strategy simulation.

Through a realistic, engaging, hands-on learning experience, students **explore why companies** choose to **compete internationally**. As they gain insight into multinational operations, they are **challenged by differing market conditions and their influence on strategy**.

While students develop their **international business acumen**, they have opportunities to put their theories to the test. For example, do the key **driving forces** of their business operate in **emerging markets and different economic zones**? How do you juggle the **impact on margins** of **regional product customization, currency exchange fluctuations, tariffs, shipping, and outsourcing**?

GlobalDNA allows your students to apply what they have learned, supporting their **strategic thinking with tactical implementation**.



SELF-DIRECTED ONBOARDING

The Executive Development Program, a multimedia-rich resource modeled on real-world, job-rotation training, introduces students to their GlobalDNA™ corporation. Case studies on a fictional company, dealing with the fallout from a range of tactical missteps, lead students through the self-directed onboarding process. Using interactive tutorials, students learn key concepts as well as how to use the simulation's interface.



INFORMATION WHEN IT'S NEEDED

Designed to simplify management decision-making, GlobalDNA's customized virtual intranet is constantly refreshed with just-in-time information. Interactive maps make it easy to keep up with evolving customer demands in targeted markets, forecast demand, and monitor competitors. Plus, relevant business issues are featured in a regularly updated news panel.

Within the dashboard, students build their decisions step-by-step using a cross-functional interface. Collaboration with other team members and testing individual assumptions can all be done in one place.



INTERACTIVE MAPS MAKE IT EASY TO KEEP UP WITH EVOLVING CUSTOMER DEMANDS IN TARGETED MARKETS.

LEARNING GOALS TAILORED TO YOUR COURSE

Students will:

- understand strategic options outside a domestic market.
- investigate strategic complexities when operating across borders.
- learn how regional currency, taxation and regulatory issues impact decision making.
- explore the alignment of decision making across both corporate functions and international business units.
- understand corporate motivations for competing globally.



EASILY PROVIDE FEEDBACK TO YOUR CLASS, OR STUDENTS CAN CONDUCT THEIR OWN SELF-DEBRIEF.

AUTOMATED DEBRIEF TOOL

The heart of learning any simulation is analyzing the results of decisions made. The tool built into GlobalDNA™ covers all key results from the round—in the classroom, or to the class—so you can easily provide feedback to the classroom. Or students can utilize that information in a self-debriefing process.

With the ability to diagnose strengths, weaknesses, and analyze competitors' strategies, the debrief tool allows students to dive into the results in depth. It also helps in developing tactics for their next round of decision making.

COMPLETE CURRICULUM GUIDE

Adaptable for classes ranging from a few days to a full semester, GlobalDNA has the flexibility to be the primary focus of your course. It can also be completed individually or as a group project.

The guide includes support for:

- building a content framework for competencies, goals, objectives and specific activities.
- planning lessons aligned with course or program goals with sample themes, objectives, activities and resources.
- assessing students throughout their GlobalDNA experience.



GLOBALDNA™

GlobalDNA™ is an **applied learning experience** in the **complexities of international business strategy**. **Tactical decisions** include the basics of product design, production, marketing and finance interwoven with **specific considerations for global operations**—including customization for local needs, marketing for **different customer requirements, tariffs, shipping, currency fluctuations, outsourcing opportunities** and more.

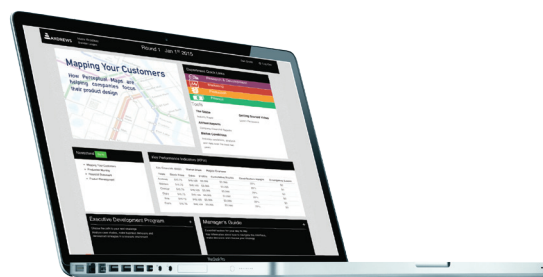
An **easy-to-navigate online interface** guides students through the simulation—kicking off with a **complete onboarding program**, based on fictional case studies and including **dynamic feedback for effective learning**.

GlobalDNA is ideal for international business, global strategy, and global marketing courses. It has the flexibility to be **used in the classroom, online or both** depending on your course structure.

HERE WHEN YOU NEED US

Capsim is dedicated to your success. **One of our client relationship consultants will be assigned to you** to help you and your students. Contact us any time throughout the entire simulation process. We'll be glad to help. **Let's get started!**

Call us today at **877.477.8787**
or +1.312.477.7200 (outside North America)



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