



JOB-READY BUSINESS GRADUATES

It's a **big step from business school to the corner office**. Help your students close the gap with Capstone®. The **interactive platform** provides students with the opportunity to **test assumptions and learn from mistakes** so they are better prepared to step confidently into their business career.

Through Capstone, students get the **chance to apply what they have learned** across all disciplines of business **in one strategic, competitive, engaging learning experience**.





INTEGRATING THEORY AND PRACTICE

Success in business begins with strategy. It can only be achieved through the inevitable compromises and trade-offs inherent in the decisions managers make every day in finance, operations, marketing and other areas.

To grasp how the individual parts of a business impact the entire organization, nothing beats the experience of running a business in a competitive marketplace. Capstone® provides that experience—without the real-world risk—along with the opportunity to practice the financial, intellectual, and human skills required for successful business management.



BUSINESS INVOLVES COMPLEX INTERACTIONS BETWEEN IDEAS, CAPITAL, STAKEHOLDERS, MARKETS, AND TECHNOLOGIES. CAPSTONE® CAPTURES THE COMPLETE PICTURE.



EASILY ADAPTS TO YOUR CLASS

Depending on your course structure, Capstone can be used in the classroom, online or both. You decide if students should compete in teams against each other or as individuals against virtual companies. It can be tailored to fit your class schedule.

Capstone is suitable for everyone—from small groups to large learning programs with over 1,000 students. It is versatile enough to be used in classes, across schools, for executive education, and in special seminar programs across the world.



QUANTIFYING TEAM EFFECTIVENESS

Because teamwork is a critical key competency for managers, Capsim offers TeamMATE® as an optional module in our simulations. An easy-to-use online tool, TeamMATE provides immediate feedback to monitor team dynamics, diagnose problems, and adjust behaviors to maximize team performance.





AN ENGAGING STUDENT EXPERIENCE

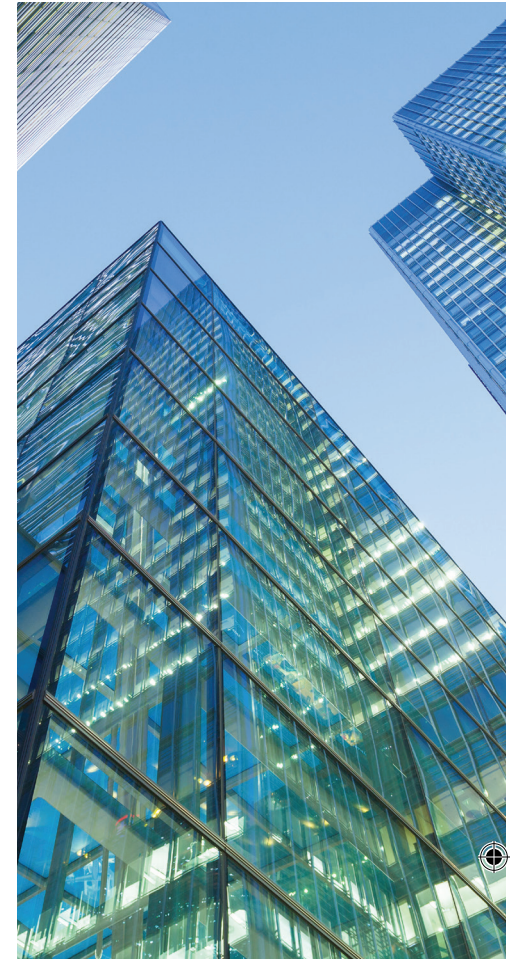
A more intuitive user interface simplifies students' online experience and provides immediate feedback with answers when they need them, right on screen.

Immersed in the realistic complexities of a \$100 million corporation, each management team or individual CEO takes over a struggling company. Working with limited time and resources, each company must balance competing needs and demands to keep their business on a clear strategic path.

LEARNING IN A RISK-FREE ENVIRONMENT

By making mistakes and learning how to correct them, students experience cross-functional integration first-hand including:

- how accounting relates to production.
- how marketing integrates with research and development.
- how sales forecasts impact operations.



WE'RE HERE FOR YOU EVERY STEP OF THE WAY.

A PROVEN TOOL WITH UNMATCHED SUPPORT

The sleek interface, debrief rubric, and TeamMATE® are just the latest updates in the ongoing evolution of Capstone®. As the teaching tool of choice for thousands of teachers, more than a million participants have proven the value of the simulation's academic rigor.

Personal client relationship consultants support you from setting up your course, providing training to ensure you feel comfortable with the simulation, to grading and interpreting results throughout the competition. Plus, your students have access to live help for any technical issue by phone or email—allowing you the freedom to focus on more important things.





CAPSTONE®

Engage your students in a **dynamic, competitive, hands-on learning environment** to master the complexities of business. Capstone® simulation allows students to **take over a fast-growing company** distributing five products to five market segments with **different sizes, growth rates, and external pressures**. The interactive interface provides students with key information to answer critical strategic questions.

The markets in the simulation grow and contract, creating an **intense competitive environment**. If one company is losing, it is because one or more competitors is out-marketing, out-innovating or out-producing it. The competitive energy and emotions anchor learning for **effective retention of key concepts and unforgettable business learning**.

Capstone is **ideal for strategy, finance, capstone or upper-level courses for seniors or graduate students**. Available in English, Spanish, Portuguese or Russian, it has the flexibility to be **used in the classroom, online or both** depending on your course structure.

For a one-on-one demonstration, contact us. For large or small classes, live or online programs, **we will work within your requirements** to help deliver a business simulation **that meets your learning goals**.

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!**

877.477.8787

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“ **THE CAPSTONE® EXPERIENCE ENABLED MY STUDENTS TO GAIN HANDS-ON, PRACTICAL, REAL-TIME LEARNING IN A SETTING LIKE NONE OTHER FOR OUR FAST-PACED STRATEGY AND ENTREPRENEURSHIP COURSES.** ”

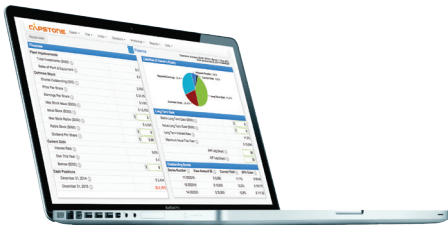
Jill Kickul, Ph.D.

Director Stewart Satter Program in Social Entrepreneurship
Berkley Center for Entrepreneurship & Innovation, NYU Stern School of Business

“ **I'M VERY FOCUSED IN MY COMPETITIVE STRATEGY COURSE TO DEVELOP MY STUDENTS' STRATEGIC THINKING ABILITIES. CAPSTONE IS THE BEST METHOD I HAVE FOUND.** ”

Frank Schultz, Ph.D.

Lecturer, Haas Economic Analysis & Policy Group
Haas School of Business, University of California, Berkeley



CAPSIM®
Unforgettable Business Learning

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