



Running a business requires the development and execution of strategies and tactics. Capstone® allows students to test their skills by taking over a simulated company with a unique product in each of five market segments. To build a profitable and sustainable enterprise, this interactive experience requires decisions in production, research & development, marketing, and finance. Other challenges including total quality management and sustainability, human resources, advanced marketing, labor negotiation, and ethics can be added.

- With multiple products targeting various markets, how do we keep up with the demands of each?
- If we modify our product, how long will it take to make it available for purchase?
- What strategy should we use to stay on top of all our competitors?
- Can we develop a product that consistently appeals to multiple target audiences?

Capstone is available as a tournament (team-based exercise) or a footrace (individual exercise) and can be completed in the classroom, online or both depending on your course structure and syllabus.



Businesses face unique challenges and complexities as they begin selling on the global stage. GlobalDNA® allows students to take over a simulated company distributing products in three regional markets of various sizes and growth rates. The interactive interface provides students with key information to answer critical strategic questions.

- Does your product require customization to meet specific regional demands?
- How will you position your products to fit each region's unique preferences?
- Will entering another market lead to a significant shift in your business strategy?
- How will exchange rates, tariffs, and shipping costs impact your margins?

GlobalDNA is perfect for International Business, Global Strategy, and Global Marketing courses. The program is available as a tournament (team-based exercise) and can be completed in the classroom, online or both depending on your course structure and syllabus.



Try out our updated version of Capstone - Capstone 2.0! Capstone 2.0 boasts a smoother and quicker onboarding process, more detailed instructor debrief, automatic recalculation in the web application, the ability to add custom modules to your simulation, and much more.

Running a business requires the development and execution of strategies and tactics. Capstone 2.0® allows students to test their skills by taking over a simulated company with a unique product in each of five market segments. To build a profitable and sustainable enterprise, this interactive experience requires decisions in production, research & development, marketing, and finance. Other challenges including total quality management and sustainability, human resources, and our suite of additional created modules can be added.

- With multiple products targeting various markets, how do we keep up with the demands of each?
- If we modify our product, how long will it take to make it available for purchase?
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- Can we develop a product that consistently appeals to multiple target audiences?

Capstone 2.0 is available as a tournament (team-based exercise) with up to ten user-run companies or a footrace (individual exercise) and can be completed in the classroom, online or both depending on your course structure and syllabus.

Note - Comp-XM is NOT available with Capstone 2.0. For an assessment solution, try out Modular Exam.



Comp-XM® is an examination tool for assessing business acumen and analysis skills in individuals, and providing data to support assurance of learning goals in business education programs. In Comp-XM® each student is promoted to CEO and given a company to run in an industry with a similar interface, but different parameters, to either Capstone® or Foundation®. Competitors are managed by the computer.

As students run their companies, their board of directors presents them with a set of questions after each round. The questions are drawn from all business domains, from accounting to marketing to strategy. Comp-XM® is the right choice if you need:

- 🏠 A final exam for your course.
- 🏠 A means to meet your course's accreditation goals. Comp-XM® was designed to meet assurance of learning targets for the AACSB, ACBSP, and IACBE.
- 🏠 A self-paced extra-credit project.
- 🏠 An exam that includes questions and answers.

Professors can choose questions for the Board Queries from a standard library, and they can add questions of their own to assess student performance against specific learning goals.

Each Comp-XM® is like a snowflake - unique. Questions are modified by the current conditions

in the industry. Each student's industry is slightly different when launched to present a unique environment

Comp-XM® offers assessment at the individual, class and national levels.

## COMP-XM. Basix

Comp-XM Basix® is a simpler exam than Comp-XM®. You should select either Comp-XM® or Comp-XM Basix®. You should only choose both if you plan to use Comp-XM Basix® as a mid-term and Comp-XM® as a wrap-up exam or project.

If you require an exam for assurance of learning, we recommend using Comp-XM®. Comp-XM Basix® was designed to offer a compact exam to assess business acumen. Basix is the right choice if you need:

- An exam that takes less than three hours,.
- A mid-term or final exam to assess students' understanding of the simulation.
- An individual assessment to benchmark your students' mastery of inter-functional integration.

Comp-XM Basix® is an exam students take individually to allow you to assess their mastery of inter-functional integration in business. Students start with a company that is struggling to remain profitable, and work to turn it around in four rounds (simulated years).

In Comp-XM Basix® each student becomes CEO of a company in a mature industry with the same scenario as your course simulation: they use the Capstone® scenario if you use Capstone® in your course, the Foundation® scenario if you use Foundation® in your course.

Comp-XM Basix® also includes a "Mini-Quiz" that asks basic questions about the simulation and business in general.

Students will take between 2 and 3 hours to complete the exam. You select the date and time your students can start the exam and how long it will be available. It can be delivered as a proctored exam (available for three hours only) or a take home exam (available for several days).



Research has shown there is a strong correlation between positive team interaction and performance. TeamMATE® provides an opportunity to evaluate individual team members in any setting. Areas of focus include conflict, cooperation, coordination, confidence, and cohesion. Each participant evaluates individual peers, the team as a whole, execution, and effectiveness of the team's function.

- How well do your students' teams function?
- Are there clear lines of communication between all members?
- How do your students deal with conflict management to develop an effective, high-performing team?

TeamMATE is included with the Capstone and Foundation simulations but this standalone version will work in any course where students work in groups.



Developing managerial skills is essential to the career success of business school graduates. Business schools recognize this fact and routinely include learning goals for accreditation that encompass managerial, leadership, or interpersonal skills. Capsim360® is a multisource feedback instrument designed to assess these important managerial skills in order to provide developmental feedback to participants and valuable assurance of learning information for business schools.

- Are your students gaining managerial competence?
- How well is your school addressing “soft skill” learning goals?
- How proficient are students in skills such as interpersonal, leadership, administration, communication, motivation, and ethics?

Capsim360 is ideal for working professionals enrolled in graduate-level business school programs.



CapsimInbox is a simulated ‘day in the life’ experience where participants manage various work situations by responding to emails and instant messages.

Decades of research on leadership and managerial effectiveness routinely shows that success involves skills that go beyond technical and functional expertise. Results from corporate recruiter surveys corroborate this evidence as well. CapsimInbox® is a simulation-based behavioral assessment designed to assess these essential skills and provide actionable feedback for

development. After the experience, participants are guided through a self-directed process that creates a customized individual development plan to ensure future success.

- Are participants gaining the essential, but rare, skills needed for career success?
- Are participants developing managerial competence?
- How proficient are participants in skills such as initiating, problem solving, organizing, leading, and communicating?
- Do participants generate productive plans for skill development?

CapsimInbox General Management is applicable to a variety of contexts, ranging from academic settings (e.g., undergraduate and graduate business school programs) to workplace settings (e.g., leadership development, management training, etc.). Participants will respond to a variety of situations, problems and information related to general business management.



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- Are participants gaining the essential, but rare, skills needed for career success?
- Are participants developing competencies to effectively address ethical situations?
- How proficient are participants in skills such as recognizing issues, investigating facts, identifying stakeholders, generating solutions and evaluating consequences?
- How well do participants handle problems related to conflict of interest, rights and responsibilities, information and confidentiality and use of resources?
- Do participants generate productive plans for skill development?

CapsimInbox Ethical Decision-Making is applicable to a variety of contexts, ranging from academic settings (e.g., undergraduate and graduate business school programs) to workplace settings (e.g., leadership development, management training, etc.). Participants will respond to a variety of situations, problems and information related to ethical situations in the workplace.



CapsimInbox is a simulated 'day in the life' experience where participants manage various work situations by responding to emails and instant messages.

Effectively managing one's time is central to personal productivity and long-term career success. CapsimInbox Time Management is a simulation-based behavioral assessment designed to assess the essential skills that underlie time management, as well as provide actionable feedback for skill development. After the experience, participants are guided through a self-directed process that creates a customized individual development plan to ensure future effectiveness.

- How proficient are participants in time management skills?
- Are participants developing competence around time management behaviors?
- What personal habits facilitate or inhibit a participant's time management?
- Do participants generate productive plans for skill development?

CapsimInbox Time Management is applicable to a variety of contexts including academic settings, workplaces, and non-work or personal life. Participants will respond to a variety of situations, problems and information related to time management and productivity.