Capsim–GlobalDNA™

Bringing Real-World International-Business Experience into Large-Enrollment Classrooms
ADVANTAGES OF USING SIMULATION

- Hands-on, in-depth, real-world application of concepts learned in course

- Team element improves communication and professional skills; competition builds excitement

- Simulation can be paired with TeamMate, powerful peer-evaluation and peer-improvement tool

- Although student work is substantive, grading is simple, easily done in Excel
CHALLENGES OF USING SIMULATION

› Intimidating interface/data
  – Excellent Capsim Support
  – Provide overabundance of info: step-by-step instructions on paper and in video demos (done by TAs, for example)

› Navigating team dynamics
  – Choose teams for students
  – Group students according to ability, major, other categories
  – Encourage immediate mindfulness of team problems; allow process to kick off underperforming teammates

› Student worry about “competing” for grade
  – Make most points participation/completion
  – Students compete for only a small number of total points
THE SIMULATION

Medical Genetic Testing Devices
Option to Sell in 3 Regions:

❯ Americas
❯ Europe
❯ Asia-Pacific

Preferences, Market Characteristics, Policies Differ Across Regions:

❯ Varying market and segment (hi-, low-tech) sizes and preferences
❯ Exchange-rate fluctuations, tariffs, shipping costs
❯ Trade agreements
❯ Regional customization
❯ Outsourcing
❯ These change over time
TEAM COMPANY STRUCTURE

Research & Development
- DNA medical tests
- Develop up to 4 products
- Segment Perceptual Map
- Iterative product updates
- Region kits

Marketing
- Regional Sales and Promotion Budgets
- Forecasting ranges
- Fluctuating currency exchange rates
- Local pricing

Production
- One manufacturing plant
- Outsourcing
- Instant plant upgrades
- Shipping and tariffs

Finance
- Pro forma financial statements
- Summary dashboard and key statistics
- International reporting

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TEAM COMPANY HOME PAGE

Mapping Your Customers
How Perceptual Maps are helping companies focus their product design

1. Article Slider
2. Department Quick Links
3. Tools
4. Newsstand
5. Key Performance Indicators
6. Executive Development Program
7. Manager's Guide
RESEARCH & DEVELOPMENT

1. CREATE NEW PRODUCT
2. PRODUCT DECISIONS
3. PERCEPTUAL MAP
4. R&D EXPENDITURES
5. RETIRE PRODUCT
6. R&D CHARTS
RESULTS

Overview

<table>
<thead>
<tr>
<th></th>
<th>The Good</th>
<th>The Bad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profitability</td>
<td>2.25</td>
<td>Watch your outsourcing levels. Outsourcing typically costs more than producing in-house due to the fixed automation level of 2.0 at the outsourced plant.</td>
</tr>
<tr>
<td>Ability to Raise Capital</td>
<td>1</td>
<td>One of your products was stuck with very high inventory levels in Asia Pacific. To correct this, reduce your forecasts to a more realistic number, improve your product offering to meet customer demands and increase your marketing expenditures.</td>
</tr>
<tr>
<td>Asset Utilization</td>
<td>2.5</td>
<td>Your company invested the least amount in the industry in your plant and equipment. Consider growing your internal plant’s capacity and increasing automation to create long-term cost savings.</td>
</tr>
<tr>
<td>Forecasting</td>
<td>1.5</td>
<td></td>
</tr>
<tr>
<td>Competitive Advantage</td>
<td>2</td>
<td></td>
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</tbody>
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