



BASIC BUILDING BLOCKS OF BUSINESS

Businesses and the markets in which they operate **constantly evolve**. But whether you manufacture the latest wearable electronics or sell tickets to upcoming events, the **essential building blocks of business**—marketing, finance, and operations management—**remain the same**.

Through Foundation[®], students get the chance to **develop a holistic understanding of basic business principles** from the very beginning **in an engaging learning experience**. Each business discipline has its broad body of knowledge and can be mastered in theory, but experiencing how business works in practice can be the **ideal foundation for deep and ongoing learning**.



INTEGRATING THEORY AND PRACTICE

Establishing a solid understanding of the basics of business is critical. Research shows people learn best by doing. Foundation® allows students to experience 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. Foundation provides that experience—without the real-world risk—along with the opportunity to build a product portfolio, manage costs, analyze the market, and develop forecasts, all with an eye on cash flow and balance sheet management.

EASILY ADAPTS TO YOUR CLASS

Depending on your course structure, Foundation 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 and learning goals.

Foundation is suitable for small groups to large learning programs with over 1,000 students. It is versatile enough to be used in business classes for both business and non-business majors, across schools, for executive education, and in special seminar programs around the world.

A BROAD OVERVIEW OF HOW BUSINESSES WORK, AND A FIRM BASELINE UPON WHICH TO BUILD BUSINESS KNOWLEDGE.

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

An intuitive user-friendly interface simplifies students' online experience and provides immediate feedback with answers when they need them, right on the screen.

Immersed in the realistic complexities of a \$40 million corporation, each management team or individual CEO takes over a struggling company. 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 finance relates to production.
- how marketing integrates with research and development.
- how sales forecasts impact operations.

A PROVEN TOOL WITH UNMATCHED SUPPORT

The sleek interface, debrief rubric, and TeamMATE® are just the latest updates in the ongoing evolution of Foundation. 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.

Your personal client relationship consultant will assist you with everything 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 issues or to clarify business terms by phone or email—allowing you the freedom to focus on more important things.

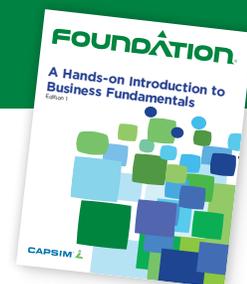
**WE'RE HERE FOR YOU
EVERY STEP OF THE WAY.**

INCLUDED AT NO ADDITIONAL COST

INTRODUCTION TO BUSINESS BUNDLE

Everything you need to teach business basics:

- Foundation business simulation
- *Foundation: A Hands-On Introduction to Business Fundamentals* textbook
- Sample course outlines
- Quizzes and corresponding answers
- PowerPoint presentations to help introduce each chapter
- Instructional videos



Introduce the basics of business and demonstrate **how to use key financial reports** to make informed decisions through a business simulation. Foundation[®] allows students to take over a simulated company distributing one product in two diverging markets with different sizes and growth rates. The **interactive interface provides students with experience in building a profitable, sustainable business.**

By running a whole business, **students** not only get a practical introduction to individual disciplines, but **develop a realistic context** as the **basis for a more complete understanding.** Key concepts include making essential decisions in finance, **exploring the cause-and-effect relationships between functional areas,** determining how to **satisfy customer demands,** and **conducting competitive analysis.**

Foundation is **ideal for introduction to business, accounting, management, and marketing courses for business and non-business majors.** It has the flexibility to be **used in the classroom, online or both** depending on your course structure.

For a one-to-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!**

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“**FOUNDATION HAS CHANGED THE WAY I TEACH BUSINESS. THE INTERACTIVE EXPERIENCE TAKES STUDENTS BEYOND THE CLASSROOM. POSITIVE STUDENT FEEDBACK HAS VALIDATED THE USE OF THIS POWERFUL TEACHING TOOL.**”

Doug Wilson

Powell Distinguished Senior Instructor of Marketing
Lundquist College of Business, University of Oregon

“**IT'S ONE THING TO UNDERSTAND YOU NEED CASH TO MAINTAIN YOUR BUSINESS. IT'S ANOTHER THING TO WATCH YOUR CASH VANISH DUE TO POOR FORECASTING. FOUNDATION REALLY DRIVES THAT POINT HOME.**”

David Birkett

Assistant Professor of Business and Accounting
University of Dubuque, Iowa

