

## Unit 5 Learning Activity Instructions

### Capsim Core “Competition” Round 1 and 2

In this Learning Activity, you will complete Round 1 and 2 of “Competition” in the Capsim Core simulation. Follow these steps in the Unit 5 Learning Activity Instructions to complete the “Competition” rounds. Complete the tasks and submit to the Unit 5 Learning Activity dropbox:

**Step 1:** Log into the Capsim Core simulation by clicking on the “Capsim.com” link on the “Course Resources” page. Click on the “MT460MCO Management Policy and Strategy- COMP” link.”. Complete Round 1 and Round 2 in the “Competition” version of the Capsim Core simulation.

**Step 2:** Create a new PowerPoint presentation file with 14 slides, including a title slide.

**Step 3:** Execute Round 1 of “Competition” in the Capsim Core simulation. Upon completion, take a screenshot of the Proforma page of Round 1. Insert the screenshot onto slide 2 of the PowerPoint presentation. Click on the “Reports” link on the horizontal navigation bar at the top of the simulation page. Click on the “Report” link, and the “Capsim Core Round 1 report” will open in a new screen. On the upper right hand side of the screen, click on the “PDF Version” link. It will generate a .PDF file in your browser. Save the .PDF file to your computer.

**Step 4.** Execute Round 2 of “Competition” in the Capsim Core simulation. Take a screenshot of the Proforma page of Round 2. Insert the screenshot onto slide 3 of the PowerPoint presentation. Click on the “Reports” link on the horizontal navigation bar at the top of the simulation page. Click on the “Report” link, and the “Capsim Core Round 2” report will open in a new screen. On the upper right hand side of the screen, click on the “PDF Version” link. It will generate a .PDF file in your browser. Save the .PDF file to your computer.

**Step 5.** Now that you executed the “Competition” exercises in the Capsim Core simulation, you must set your company up for success by further developing the Enterprise level strategy and policy and to develop aspects of the Corporate level of strategy and policy for your Capsim Core simulation company. In no more than 10 slides in your PowerPoint presentation, continue to develop and verbally present the

following information for your Capsim Core simulation from the perspective of your leadership and management role in the company:

### **Enterprise Level of Strategy**

- Refine and enhance your Capsim Core simulation company vision, mission, purpose, philosophy, and goals statements based on Agency Theory and/or Stakeholder Theory principles.
  - Detail your strategic decisions at the Enterprise level of strategy to improve the company's competitive advantage from an Agency Theory and Stakeholder theory perspective. Explain why and how Agency Theory or Stakeholder Theory principles were used to enhance your company's vision, mission, purpose, philosophy, and goals statements.
- Develop and explain an organizational design chart detailing the chain of command and span of control for your Capsim Core simulation company.
  - Explain strategic decisions in the development of the corporate level organizational design chart from a management and leadership perspective. Explain what policies need to be developed to hold managers and employees accountable to the principles of the Enterprise Level strategy (vision, mission, purpose, philosophy, and goals statements).
- Choose one of the four Departments (Research & Development, Marketing, Production, or Finance) within your Capsim Core simulation company and detail how your Enterprise level strategy (vision, mission, purpose, philosophy, and goals statements) can be used to enhance the performance and culture of the department by setting expectations from a leadership versus a management perspective.

### **Corporate Level of Strategy**

- Choose one of the four Departments (Research & Development, Marketing, Production, or Finance) in your Capsim Core simulation company and analyze the Proforma and Capsim Core Report for Competition Rounds 1 and 2. From a management perspective, design short-term directives and expectations for management to improve competitive advantage for the company.
  - Based on your analysis, explain how you made the decisions to develop the directives and expectations for management team from an Agency Theory and/or Stakeholder Theory perspective.
  - Demonstrate leadership abilities by explaining how to reconcile conflicts in the application between Agency Theory and Stakeholder Theory

principles.

- Develop and explain a policy that supports the Enterprise level vision, mission, purpose, philosophy, and goals of your company within one of the four Departments (Research & Development, Marketing, Production, or Finance).
  - Explain the premise of the policy from a management and leadership perspective.

Be sure to speak clearly and persuasively. Your target audience is the management team of your Capsim Core simulation company.

**Step 6.** You will have 14 slides in your PowerPoint presentation in total. Your presentation will include the following slides:

- 1- Title slide
- 2- Proforma Screenshots
- 10- Narrated Leadership & Management Slides
- 1 Reference Slide

Submit your PowerPoint Presentation, the "Competition" Round 1 Capsim Core Report .PDF file, and the "Competition" Round 2 Capsim Core Report .PDF file to the Unit 5 Assignment 2 Dropbox.

**\*\*\*NOTE: If you are completing an EXCEL Track module, no dropbox is available for this assignment.**

## MT460: Unit 5 Learning Activity

<b>Unit 5 Learning Activity Grading Rubric</b>			
<b>Assignment Criteria</b>	<b>Points Possible</b>	<b>Possible Earned</b>	<b>Comments</b>
Capsim Core Competition Round 1 Proforma screenshot	2		
Capsim Core Competition Round 2 Proforma screenshot	2		
Capsim Core Competition Round 1 Report .PDF file uploaded	2		
Capsim Core Competition Round 2 Report .PDF file uploaded	2		
<b>Enterprise Level of Strategy</b>			
Refined and enhanced the Capsim Core simulation company vision, mission, purpose, philosophy, and goals statements based on Agency Theory and/or Stakeholder Theory principles.	4		
<ul style="list-style-type: none"> <li>Detailed strategic decisions at the Enterprise level of strategy to improve the company's competitive advantage from an Agency Theory and Stakeholder theory perspective. Explained why and how Agency Theory or Stakeholder Theory principles were used to enhance your company's vision, mission, purpose, philosophy, and goals statements.</li> </ul>	2		
Developed and explained a corporate level organizational design chart detailing the chain of command and span of control for Capsim Core simulation company.	4		
<ul style="list-style-type: none"> <li>Explained strategic decisions in the development of the corporate level organizational design chart from a management and leadership perspective. Explained what policies need to be developed to hold managers and employees accountable to the principles of the Enterprise Level strategy.</li> </ul>	2		
Chose one of the four Departments (Research and Development, Marketing, Production, or Finance) within the Capsim Core simulation company and detailed how the Enterprise level strategy can be used to enhance the	4		

performance and culture of the department by setting expectations from a leadership perspective.			
<b>Corporate Level of Strategy</b>			
Chose one of the four Departments (Research and Development, Marketing, Production, or Finance) in your Capsim Core simulation company and analyzed the Proforma and Capsim Core Report for Competition Rounds 1 and 2. From a management and perspective, designed short-term directives and expectations for management to improve competitive advantage for the company.	<b>4</b>		
<ul style="list-style-type: none"> <li>Based on analysis, explained how decisions were made to develop the directives and expectations for management team from an Agency Theory and/or Stakeholder Theory perspective.</li> </ul>	<b>2</b>		
<ul style="list-style-type: none"> <li>Demonstrated leadership abilities by explaining how to reconcile conflicts in the application between Agency Theory and Stakeholder Theory principles.</li> </ul>	<b>2</b>		
Developed and explained a policy that supports the Enterprise level vision, mission, purpose, philosophy, and goals of your company within one of the four Departments (Research and Development, Marketing, Production, or Finance).	<b>4</b>		
<ul style="list-style-type: none"> <li>Explained the premise of the policy from a management and leadership perspective.</li> </ul>	<b>2</b>		
<b>Verbal Presentation</b>			
Speaks loudly enough to be heard; varying voice pitch and volume to ensure class interest and attention.	<b>4</b>		
Pronounces words correctly and enunciates clearly.	<b>4</b>		
Addresses Management Team as appropriate target audience	<b>4</b>		
<b>Late Penalty (-20%)</b>			
<b>Total</b>	<b>50</b>		