Overview of Project: The question we plan to address is: "Could the CAPSIM simulation -which has participants take the reins of a $40 million dollar company producing sensors that has no clear direction and poor financial reports and build it by adding products and focusing the management decisions from every key department on the company's goals, take the place of the current MGT 2240 (Capstone) team business plan project?"

Currently students in the Business Administration AAS degree are required to complete a capstone class to graduate. The class integrates all they have learned in their programs by having them divide into teams and develop a business plan. This works well for a traditional class, but for accelerated classes, like those in the AHEAD program, there really isn't enough time to create the plan effectively. Since there are now a number of AHEAD cohorts moving through the AAS program, the problem is becoming unmanageable.

The way we plan to address this problem is by sending two faculty members, Rick Oster and Lisa Bogaty, to CAPSIM's headquarters in Chicago, Illinois to learn to use and manage the CAPSIM simulation and then to pilot its use in the Management AHEAD cohort in Spring 2014. CAPSIM basically has a team take control of a floundering sensor company which has one product (can increase later). Student teams make decisions via research and development, marketing, finance, human resources and production - the basic elements of a business plan. However, they do it in rounds, each round approximating one year of operation. Results are captured at the end of each round, so students can learn from mistakes before moving forward. Five – eight rounds can be undertaken. Student teams compete with other teams in the class, further approximating the real world of business.

Since much of the background information is provided and since the company structure and product are predetermined, the teams can move through this process much faster than they can if they are developing their own business plan from the ground up, giving them a similar experience to the traditional classroom business plans in less time.

Additional Project Information and Rationale: As noted above, the proposed pilot is consistent with the purpose statement above: AHEAD students experience the process of building and managing a small business, but they do it in a time framework that better reflects the accelerated nature of their program.

This project links directly to the four of the Business Administration goals, specifically:

1. Understanding the basic principles of Business Administration and applying them
2. Integrating business disciplines
3. Identifying problems and using appropriate techniques to solve them
4. Functioning in a team

The program will affect 20-30 students in the AHEAD program annually initially, and if successful, may be expanded to the traditional classes as well, a much larger population.
**Project Evaluation:** A number of techniques will be used to evaluate the project: First, the quality of the student team output as measured in improving simulation company outcomes over the course of 5-8 rounds. Second, a survey of students after the simulation ends to determine their perspective on what they have learned. Finally, a qualitative evaluation of the project by the course faculty to ascertain how the simulation compares to the traditional built from scratch business plans. A written report will be provided at the end of Spring Semester documenting findings. Oral presentations will be given as well if requested.

**Budget:** Below is a recap of the budget for this project:

- **Materials:** Provided as part of the cost to attend. Copies of the simulation for students will be requested using technology access fee funds.
- **Adjunct to cover classes:** 2 ($30 x 8) = $480
- **Duplicating/printing** will be done on the department budget, like all copying
- **Professional Development.** Faculty will attend two full days of training at the CAPSIM office in Chicago, Illinois. Costs will include:  
  - Air fare: 2 X $400 = $800
  - Tuition: 2 X $150 = $300
  - Per Diem: 2 (2 full days @ $73 + 2 partial days @$53) = $504
  - Hotel: 2 X (3 nights X $120 special rate) = $720

**Total:** $2794

Thank you for your consideration