CAPSIM
UNITED KINGDOM

WHITE PAPER 5 · FOR ACADEMICS

Learning outcomes you can evidence with Capsim

Outcomes mapped to typical UK programme learning outcomes and accreditation reporting.



> **In one sentence:** Capsim simulations and assessments produce individual evidence against the learning outcomes business schools already report, from strategic thinking to teamwork.

Why evidence matters

Accreditation bodies such as AMBA, EQUIS and AACSB expect schools to show that students achieve their programme learning outcomes, not only that the outcomes are taught. Module leaders face the same question at every review: how do you know they learned it?

Team grades alone are weak evidence. A strong team can carry a weak student, and a single essay can now be produced with AI. Simulation data is different. It records what each learner decided, when, and with what result.

The learning areas Capsim targets

Learning area	What learners do in the simulation	Evidence produced
Strategic thinking and strategy formation	Choose a competitive strategy and keep it coherent across rounds	Strategy statements, results against strategy, assessment scores
Business unit integration	Align R&D, marketing, production and finance decisions	Cross-functional results, balanced scorecard
Financial understanding	Read statements, manage cash, debt and equity	Financial results, assessment questions on finance
Data analysis and decision-making	Analyse market reports, segments and competitor moves	Decision logs, forecast accuracy
Innovation and technology	Invest in product development and automation	Product portfolio and capacity decisions
Critical thinking	Weigh trade-offs with no right answer	Reflective reports, board-question answers
Quantitative skills	Forecast demand, plan production, model cash	Forecast versus actual, stock-outs, cash position
Communication and teamwork	Agree decisions as a team and explain them	Peer evaluation, team presentations
Use of decision-support tools	Work with spreadsheets and decision aids	Quality and consistency of decisions

Individual, not only team, evidence

Capsim's assessments separate the individual from the team:

- **Comp-XM:** each student runs the simulation alone for four rounds, then answers board questions. Results show individual competence against defined learning goals.
- **CapsimInbox-XM:** a board-meeting inbox built on the student's own results, testing whether they can explain and defend their decisions.

Scoring is automatic and consistent, not AI-generated, so results can be compared across cohorts and years.

Mapping to your programme

Most UK business and management programmes include outcomes on strategy, finance, analysis, teamwork and professional skills. The table above can be mapped directly onto your programme learning outcomes, and onto the QAA Subject Benchmark Statement for Business and Management. We can help you build that mapping for your next review.

What this means for you

- Choose two or three programme learning outcomes you struggle to evidence today.
- Add one individual assessment alongside team play.
- Keep the reports: they become ready-made evidence for your next accreditation visit.

Next step

See a sample assessment report. **Book a 30-minute demo →**

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Sources

- QAA (2023). *Subject Benchmark Statement: Business and Management.* Quality Assurance Agency for Higher Education.
- capsim.com/assessments: Comp-XM and CapsimInbox-XM.
- Grandis Consulting factsheets and blog (grandisconsulting.co.uk): learning areas targeted by Capsim.