CAPSIM
UNITED KINGDOM

WHITE PAPER 6 · FOR ACADEMICS AND L&D LEADERS

Which simulation for which level? From first-years to the board

Matching Capsim products to undergraduates, MBAs, new managers and senior leaders.



> **In one sentence:** The right simulation is the one that stretches your learners just beyond what they can already do: foundational for newcomers, cross-functional for managers, enterprise-wide for future leaders.

Start with the learner, not the product

Three questions decide the fit:

1. **How much business knowledge do they bring?** None, some, or professional experience?
2. **What decisions will they face next?** Functional, cross-functional, or whole-business?
3. **How much time do you have?** A day, a week, or a term?

The levels at a glance

Learner	What they need to learn	Recommended	Typical format
First- and second-year undergraduates, non-business students	How a business works as one system	CapsimCore	Weekly rounds over a term
Final-year undergraduates	Competitive strategy and integration	Capstone	Final-year strategy module
Postgraduate and MBA students	Strategy, finance and leadership under pressure	Capstone, CapsimGlobal	Capstone module or intensive
International business students	Entering and competing in global markets	CapsimGlobal	Module or intensive
Operations and supply chain students	Operations decisions in a whole-business context	CapsimOps	Module
Graduates and early talent	Commercial awareness, the whole business	CapsimCore	One- or two-day workshop
First-time managers	Linking their decisions to the P&L	CapsimCore, CapsimInbox	Workshop or blended programme
Experienced and senior managers	Enterprise judgment across functions	Capstone, Leadership Accelerator	Two- to three-day intensive or cohort programme
High-potential and GM-readiness pools	General-management decisions, before the role	Leadership Accelerator, Leadership Assessment	Cohort programme over several weeks

Business schools: building across the degree

Some schools use simulations at more than one point in a programme: a foundational simulation in the first year to show how business functions connect, and a full strategy simulation in the final year or MBA capstone to bring everything together. Using the same family of simulations at both points lets you compare individual performance as students progress.

Organisations: building across the career

The same logic works in a leadership pipeline. Early-career staff learn how the whole business makes money. New managers learn how their decisions show up in the P&L. Future general managers practise balancing growth, cost and risk across functions, and the organisation sees how they decide before it promotes them.

Still not sure?

Tell us who your learners are and what they need to get right, and we'll recommend a simulation, a format and a timeline.

Next step

Book a 30-minute demo → or **Ask for a quote** →

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Sources

- capsim.com/business-simulations: product levels and descriptions.