Powerful and Effective Way to Teach Business Strategy

Bundling *Strategic Management 7e* with strategy simulations

Capstone 2.0 and CapsimGlobal

Professor of Strategy Dr. Page West taught for 25 years at Wake Forest University, where he won numerous teaching awards. He has published over 25 books and articles on strategy in leading academic journals such as *Journal of Management, Journal of Management Studies, Journal of Business Venturing, Entrepreneurship Theory and Practice, Management Research Review,* and *Strategic Direction.*
Teaching Strategy

Strategic Management 7e and Capstone Simulation Bundle

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www.strategicmanagement.org
**Strategic Management 7e**
Provides a singular learning experience for students

- Integrative
  - Strategic Imperatives
  - Value Chain, Resource-Based Advantage
- Applied
- Performance
- Current
- Value-priced
Strategic Management 7e
Resonates with adopters

On content

• "we love your book and find it extremely useful in our classes." (CSU Monterey Bay)
• "eminently readable, connects with students ... helps them think carefully through key strategy premises." (UNC Greensboro)
• "been using your book for a few semesters with excellent results." (University of Victoria)
• "excellent strategy text with a perfect conceptual foundation." (Univ. of Central Florida)
• "amazing book with well written content." (University of La Verne)

On pricing and value

• "an exceptional value." (University of Oregon)
• "your pricing model is a real bonus." (St. John's Univ.)
• "you have my respect and admiration." (New York Times Opinion Writer)
A Bit of Background ...

- Introduced simulations to the strategy curriculum
- Familiar with the "state of the art"
- Attended Harvard and Oxford case teaching seminars
- Digital course solutions enhance teaching to this generation

“We are excited to announce the new bundles of the Capstone 2.0 and CapsimGlobal simulations with the new 7th edition of our Strategic Management. From 2019-21 Strategic Management has been the one of the best-selling strategy texts on the leading digital hosting platform in the U.S. (VitalSource). Capstone is the market-leading business strategy simulation. These text / simulation bundles, combining two of the best in the industry, enable students bridge the "knowing - doing gap" and better prepare them for the marketplace."

Page West, March 2022
Students Love Capstone Because …

• "Capstone was an eye opening experience at the integrative elements of business success.”

• "... this forces [us] to think about the bigger picture, about five, six, seven different departments and their effect on the end goal.”

• "... they have to think broad, they have to think on their feet...."

• “Capstone gives the opportunity ... to practice what team leadership, decision-making using robust data and evidence is all about....”
Our Experience at Wake Forest ...

- Bridges the "knowing-doing gap"
- Promotes learning through feedback loops
- Complete learning solution
  - Within courses: individuals and teams
  - Within programs: AACSB Assurance of Learning measures collected
- Ability to vary use
  - Different lengths: Full semester, half semester
  - Different programs: UG, MBA, Exec Ed
My Course Experiences ...

• "Winners and Learners"
• Learn by "riding the bicycle"
  • No one best strategy
  • Dynamic changes and responses necessary
  • Debriefs after each decision round shorten learning loop
• Builds on traditional decision flow in strategy
  • Analyze – Formulate – Implement – Evaluate
Two Simulation Bundle Options

**CAPSTONE 2.0**

- Complexity: 
- Market Segments: 5
- Products: 5 – 8
- International Market: No
- Scoring Method: Balanced Scorecard

**CAPSIM Global**

- Complexity: 
- Market Segments: 2
- Products: 1 – 4
- International Market: Yes
- Scoring Method: Balanced Scorecard
Example of a semester course ...

- Week 1  Chapter 1 – The Need for Strategy
  Chapter 3 – Vision, Mission, Values
- Week 2  Chapter 2 – Strategic Performance Simulation – Introductory Lesson
- Week 3  Chapter 4 – Industry Analysis Simulation – Rehearsal Tutorial
- Week 4  Chapter 5 – Value Chain Analysis Simulation – Practice Round 1
- Week 5  Chapter 6 – Sustainable Advantage Simulation – Practice Round 2
- Week 6  Chapter 7 – Business Level Strategy Simulation – Competition Round 1
- Week 7  Chapter 7 – Business Level Strategy Simulation – Competition Round 2
- Week 8  Review & examination Simulation – Competition Round 3
- Week 9  Chapter 8 – Growth & Innovation Simulation – Competition Round 4
- Week 10  Chapter 10 – Corporate Strategy Simulation – Competition Round 5
- Week 11  Chapter 10 – Corporate Strategy Simulation – Competition Round 6
- Week 12  Chapter 8 – Global Strategy Simulation – Competition Round 7
- Week 13  Chapter 11 – Structure & Culture Simulation – Competition Round 8
- Week 14  Chapter 12 – Leadership & Control Simulation – Final simulation debrief
- Week 15  Team Project Presentations
- Week 16  Team Project Presentations
Strategic Management 7e + Simulation Bundle

• All Digital Bundle @ $77.99 (lowest price in industry)
  • https://www.capsim.com/
  • Click "Sign In" then "Register" as an Instructor
  • Capsim representative will personally work with you to set up

• Strategic Management 7e support site
  • www.strategicmanagement.org

• For more information contact
  • Capsim: welcome@capsim.com, 312-477-7200