

Capitalism Lab Strategic Management Challenge Instructions

Learning Outcomes

1. Manage a Vertically Integrated International Business:

- Operate in 3-4 cities.
- Engage in activities including retail, manufacturing, R&D, raw materials production, and/or farming.
- Apply principles of [Strategic Management](#), including:

[Competitive Advantage](#)

[SWOT Analysis](#)

[10 Types of Corporate Strategies](#)

2. Gain Insights on Socially Responsible Business Strategy:

- Learn to implement strategies that achieve multi-stakeholder goals, benefiting customers, employees, shareholders, and the community.

Simulation Goals

- Achieve a minimum annual revenue of \$500 million.
- Achieve a minimum annual profit of \$50 million.
- Employ at least 3000 people.
- Maintain an operating profit margin of at least 15% each.
- Maintain a return on equity of at least 15% each.
- Have played the game for 10 years, but no more than 11 years.

Instructions for Participation

1. Game Version and File:

- Use Capitalism Lab version 9.0.20.

- Utilize the Challenge file “StrategyChallenge v9.0.20 T1-23-24.SAV”. Save this file in the CHALLENGE folder and load it from the Private Challenge menu.

See this webpage for the detailed instructions: <https://www.capitalismlab.com/load-private-challenge-game/>

2. Formulate Vision, Mission, and Strategy:

- As a group, create your vision-mission and strategy. Base this on the specified performance goals and concepts learned from Strategic Management.

Note: Vision-mission and strategic plans must be submitted one month before the final challenge output.

3. Individual Game Play and Submission:

- Each member must play the challenge for 10 to 11 years. Use your first name and surname as the CEO name, and surname as the company name.

- Submit your individual .sav file to your team leader after renaming it in the format LastnameFirstInitial[CapLabVersion]FinalChallenge.sav (e.g., RizalR-G02-FinalChallenge.sav).

- Discuss and reflect on various strategies and their success levels within your group.

4. Group Challenge Implementation:

- Implement the Challenge as a group based on your group strategic vision-mission.

- Use your Learning Team's name as the company name, and the team leader's name as the CEO.

- Submit the group .SAV file for evaluation, focusing on goal accomplishment and rankings. File name format:
[LearningTeamName.CourseCode.Section].FinalChallenge.sav.

5. Group Report Submission:

- The team leader is responsible for submitting a comprehensive group report in a Word file. This report should include:

- Your Vision-Mission.

- Planned Strategy Description.

- Description of Implemented Strategy (Realized Business Strategy).

- Goal Accomplishments.

- Group reflections and learnings.

- Cite all principles and methods used from the textbook as End Notes.

In addition, submit all CapLab .sav files of the group members.

Evaluation Criteria

The evaluation of the students' assignments will be based on the following criteria:

1. Achievement of Goals (30% weight)

Students will be evaluated on their ability to achieve strategic goals in three different countries within the Capitalism Lab game.

2. Vision-Mission and Strategic Plans (30% weight)

Students need to submit these plans one month before playing the game. This criterion assesses the clarity, feasibility, and depth of these plans. The strategy should outline the actions that the company will take to achieve its goals.

A key aspect of this assessment is how effectively these plans integrate and articulate principles and concepts from the textbook.

Note: Vision-mission and strategic plans must be submitted one month before the final challenge output.

3. Implementation of Strategy (30% weight)

Students will be evaluated on their ability to clearly and thoroughly describe and explain the implementation of their strategy. Students should provide details on how they will allocate resources, manage risks, and monitor performance. Students should also provide learnings and reflections on the implementation process and how it could be improved. The implementation of the strategy should be supported by principles and concepts from the textbook.

4. Completeness, Timeliness and Accuracy of Format (10% weight)

Students will be evaluated on the completeness, timeliness, and accuracy of the format of their essay. The essay should be well-organized, free of grammatical and spelling errors, and follow the APA 7 citation style.

Report Format

1. Word document. 12 point font, New Times Roman. Letter size, 1 inch margins, 1.5 spacing, pagination.
2. Title: Capitalism Lab's Final Challenge Performance and Learning Report
3. Members' full names and ID numbers, together with their group number, course and section.

4. Mission and vision of the company.
5. Planned Strategy, including notes from the textbook.
6. Implemented strategy with end notes based on the textbook.
7. Goals accomplishment table for group game (see format below)

Reported Information		
Company name (must be based on member surname) selected as representative		
Number of firms by type (Retail, Factories, R&D, etc.)		
	Standard	Actual accomplishment
Years of operation	10 to 11 years	
PERFORMANCE METRICS		
Annual Revenue	\$200 million or higher	
Annual Profit	\$20 million or higher	
No. of Employees	1,000 or higher	
Return on Equity	15% or higher	
Operating Profit Margin	15% or higher	

8. Group reflections on strategy implementation and goal achievement: Successes and Areas for Improvement (synthesizing across all members and with end remarks based on the textbook).
9. References: APA 7 style

Credits

This document, outlining the guidelines for the Capitalism Lab Strategy Challenge, is based on the contributions and expertise of Professor Benito Teehankee at De La Salle University. His invaluable insights and knowledge have played a crucial role in the formulation of this strategy challenge. We express our sincere gratitude to Professor Teehankee for his contributions and for generously sharing his expertise with us.