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Microsimulation Development Lab

2021

Participant Handbook

CAPSIM ®
Unforgettable Business Learning

Participant Handbook

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Contents

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PART 1

Background
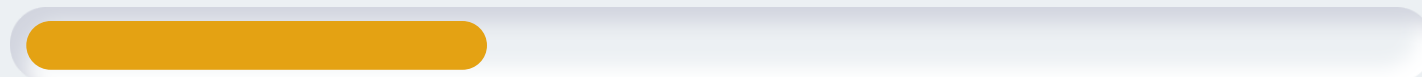
Sponsor and Partner

GBSN and Capsim have joined forces to help bring quality and experiential business learning to communities worldwide. In 2020, the GBSN Beyond Faculty Simulation Lab produced six innovative microsimulations from authors tackling various humanitarian and business challenges in developing countries.

Building on our experience from last year, we're inviting scholars, lecturers, trainers, and academic faculty to design and develop an inbox simulation using current data, research, cases, and personal experiences.

CapsimInbox is a one-of-a-kind simulated email experience that measures key career skills with every reply. Capsim is the leading program developer for virtual experiential learning all over the world. With the award-winning Inbox experience, individuals are immersed in a role at a fictitious company and must choose what they believe are the best responses to various real-world scenarios.

The 17 Sustainable Development Goals

1 NO POVERTY

2 ZERO HUNGER

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

5 GENDER EQUALITY

6 CLEAN WATER AND SANITATION

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

14 LIFE BELOW WATER

15 LIFE ON LAND

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

17 PARTNERSHIPS FOR THE GOALS

THE GLOBAL GOALS

Prompt

As part of the Educators Track for GBSN Beyond, teams of 1-4 will design and build a 15-45 minute inbox simulation experience. These microsimulations will immerse learners in real-world scenarios and evaluate essential skills in a realistic context.

We are looking for creative and innovative geographic locations, cultures, scenarios, and skillsets not usually found in typical curricula and aligned with our chosen themes. These themes correspond to those of the GBSN Beyond event.

Themes

Business inHealth Studies

Business in Environmental
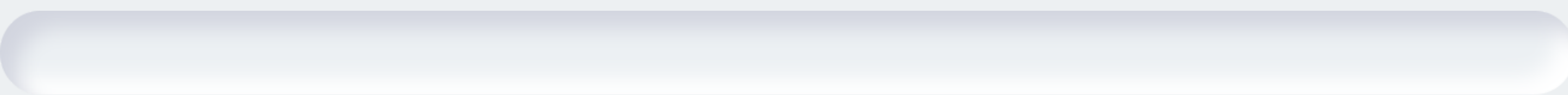

Business and Human Rights

General

Prize

Cash Prize

The winning faculty team will be offered a $5,000 USD cash prize, along with recognition as a CapsimInbox author and royalty rights. This opportunity allows for portfolio expansion beyond the normal written studies and a personal touch in the new wave of virtual experiential learning.

Requirements in Development

The microsimulations that will be developed for the GBSN Beyond 2021 Microsimulation Competition require creation of a minimum of 15 emails within the simulation. The microsimulations must be no shorter than 15 minutes in length (on average they are about 30 minutes long) and no longer than 45 minutes. Each microsimulation must fall into one of the distinct themes:

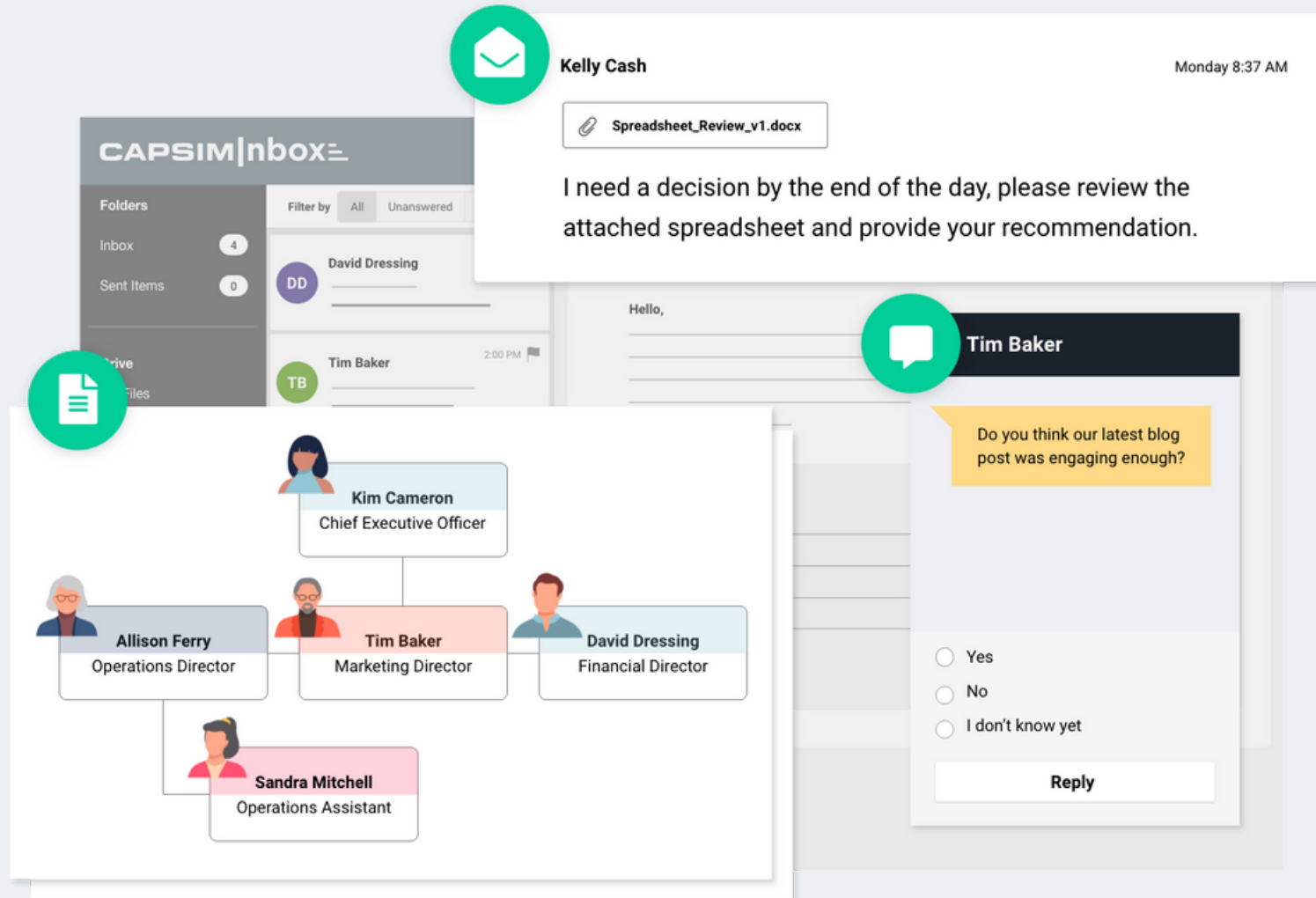# Requirements in Development Themes
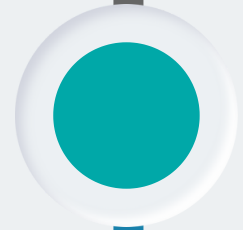
Business in Health

Business and Environmental

Business in Health Studies

General

Microsimulation Skill Requirements

Based on the category chosen, each microsimulation must include the listed required skill based on the theme they fall into. Microsimulations must also include a minimum of two skills and maximum of ten skills from the longer list below:

Required Base Skill

Skill Gap

Below are your scores on three essential skills that relate to effective time management. Also shown is how you rated yourself on these skills. Gaps that span two colors are often the most in need of development.
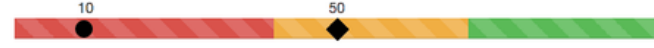
● Self Assessment   ◆ Inbox Assessment

Organizing	10 ... 50
Leading	20 ... 60
Problem Solving	30 ... 70
Communicating	20 ... 60
Initiating	10 ... 50

Category: Business and Human Rights
Category: Business and Environmental Security
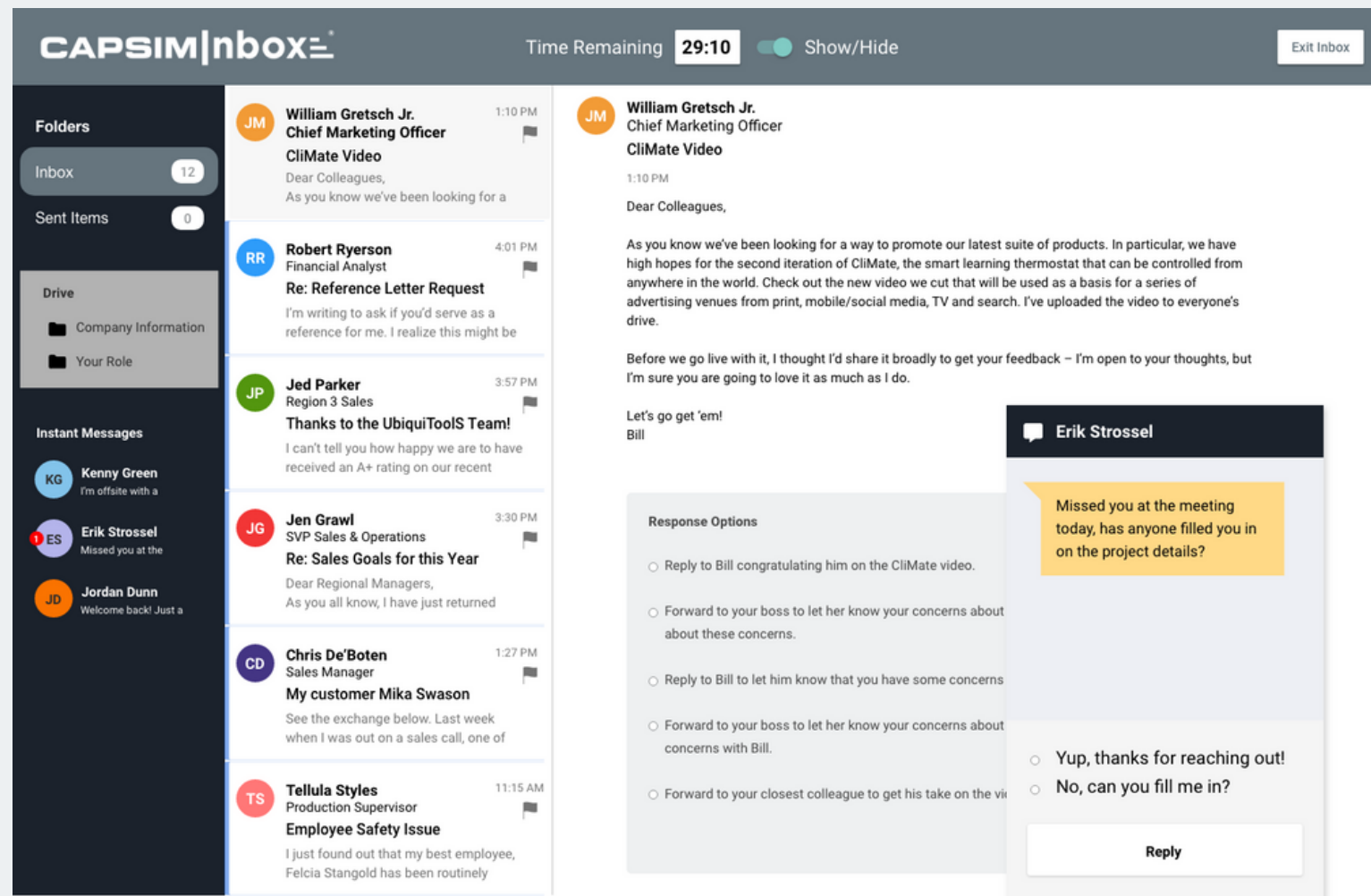Category: Business in Health Studies
Category: Miscellaneous

Skill: Cultural Awareness
Skill: Environmental Sustainability
Skill: Corporate Social Responsibility
Skill: Global Strategy

Optional Skills

Pick a minimum of 2 skills below, not including the required skill above, maximum of 5

- Initiating
- Problem Solving
- Leadership
- Organizing
- Communication
- Cultural Awareness
- Ethical Decision Making
- Time Management
- Corporate Social Responsibility
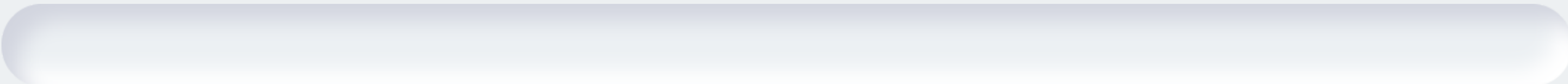- Global Strategy
- Environmental Sustainability

New Feature

Emails developed in the microsimulation are usually multiple choice responses. However, this year, CapsimInbox is offering a limit of *2 open-ended questions* where the author can prompt the participant to respond to an email prompt (with a character limit). With this option, the author will assist in the final report, which will display the proper elements that the author was looking for in the open-ended responses. Suggestions/Guidelines
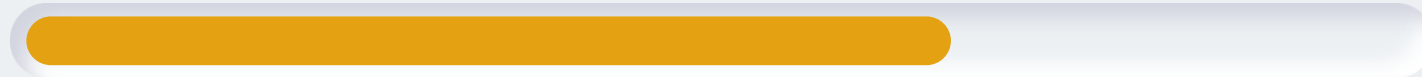
- Please set part of the narrative to include a developing country
- Create at least 5 characters such as internal and external stakeholders

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PART 2

Deliverables

VIRTUAL TEAM WORK

Scenario Examples

In order to provide teams with a great starting point to create their very own microsimulation, Capsim and GBSN have created the following examples. Each example represents a theme and will provide a fictional scenario, company, and participant role that teams can then build on to create a high-fidelity and experiential learning tool. Skill definitions are provided as follows:
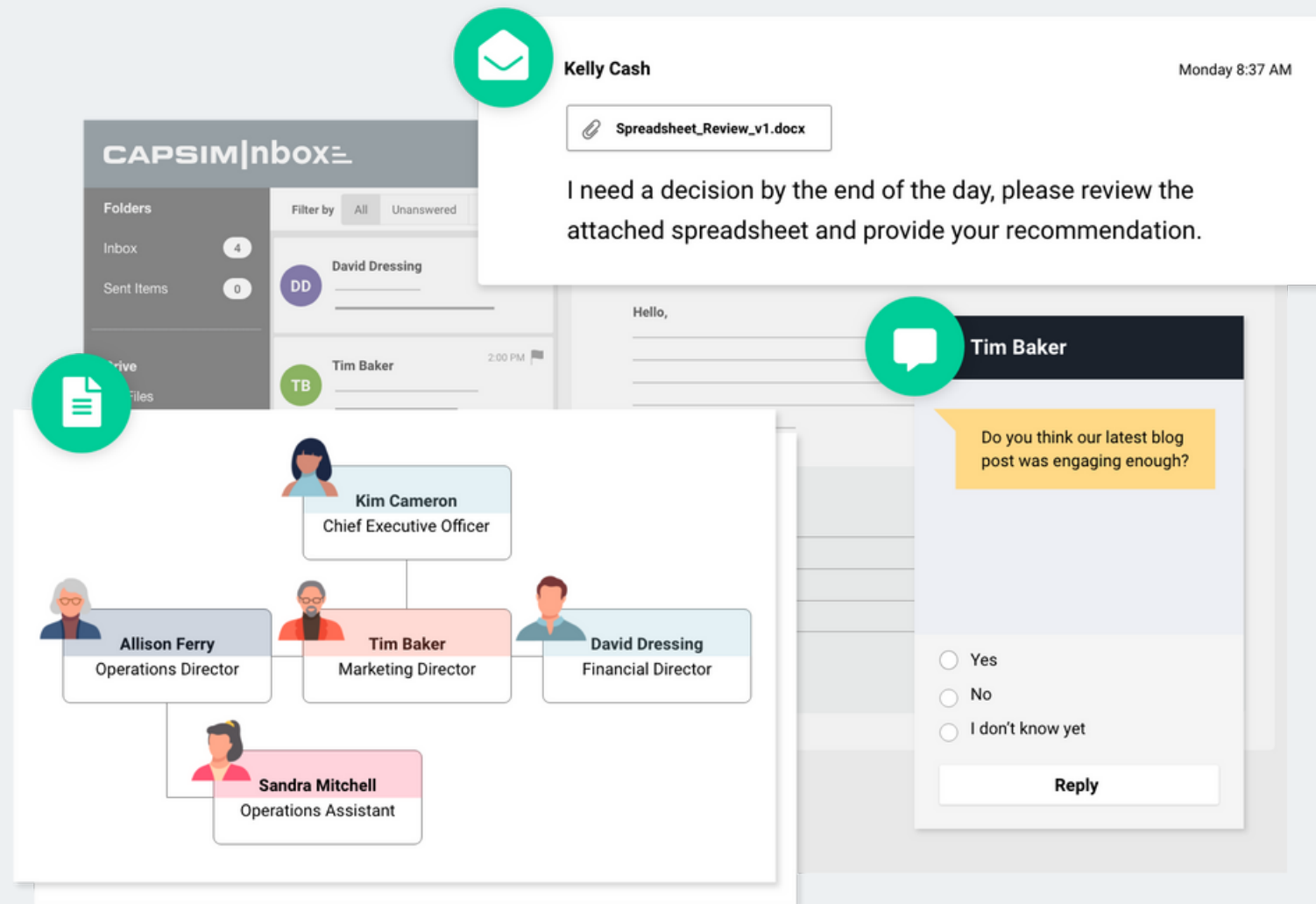
Business and Human Rights

Required Skill:Cultural Awareness

Business and Human Rights includes gender equality, anti corruption, vulnerable population protections, etc. and the modern business environment must work as a representative and protector for human rights.

Examples

1. Lucas is the Swedish compliance officer for a medical device factory in India that is struggling with traditional biases against women and their worker rights.
2. Alice is assigned as the Diversity, Equity, and Inclusion Officer at the company's new location in Mexico, she is tasked with setting up trainings for the workers.
3. A tech company, Tweeter, is addressing concerns about privacy or online bullying by a large group of teenage Americans.

Example Subject Areas: Public relations, working conditions, worker biases, corruption

Business and Environmental Security

Required Skill:Environmental Sustainability

This option focuses on the role and responsibility of business towards achieving environmental security. We've been handed a great opportunity to reduce corporate footprints and make a difference in our impact on the planet. Each business has a chance to not only make a significant reduction in their carbon footprint but also to create an improved workplace experience for all. Businesses must demonstrate environmental awareness and best practices.

Examples

1. Examples:
2. Wastewater issues are prevalent for a semiconductor manufacturing business in Taiwan, and COO Ben has related concerns in the global value chain.
3. Ahmed, a production designer, noticed his Saudi Arabian company, MaxiFuel, is not demonstrating awareness for carbon neutrality.
4. Hilda, an officer of the Wildlife Conservation Society faces a sudden rise in global ivory prices in Africa as a result of a blackmarket advertisement.

Example Subject Areas: Natural resources, accountability, government partnerships

Business in Health Studies

Required Skill:Corporate Social Responsibility

Based on GBSN's work with GAIN and the Demand Generation Alliance, GBSN's <u>humanitarian logistics student challenge</u>, and edX SDG Academy courses <u>Global Public Health</u> and <u>Sustainable Food Systems</u>: A Mediterranean Perspective, an overall health category has become more relevant in the areas of business development, especially in the wake of the Covid-19 pandemic.

As with the other categories, the health studies dimension aims to facilitate and promote cross-sector collaboration by developing simulations that deliver scenarios where business, government, NGOs and educational institutions are working together on real world solutions and challenges arise.

Examples
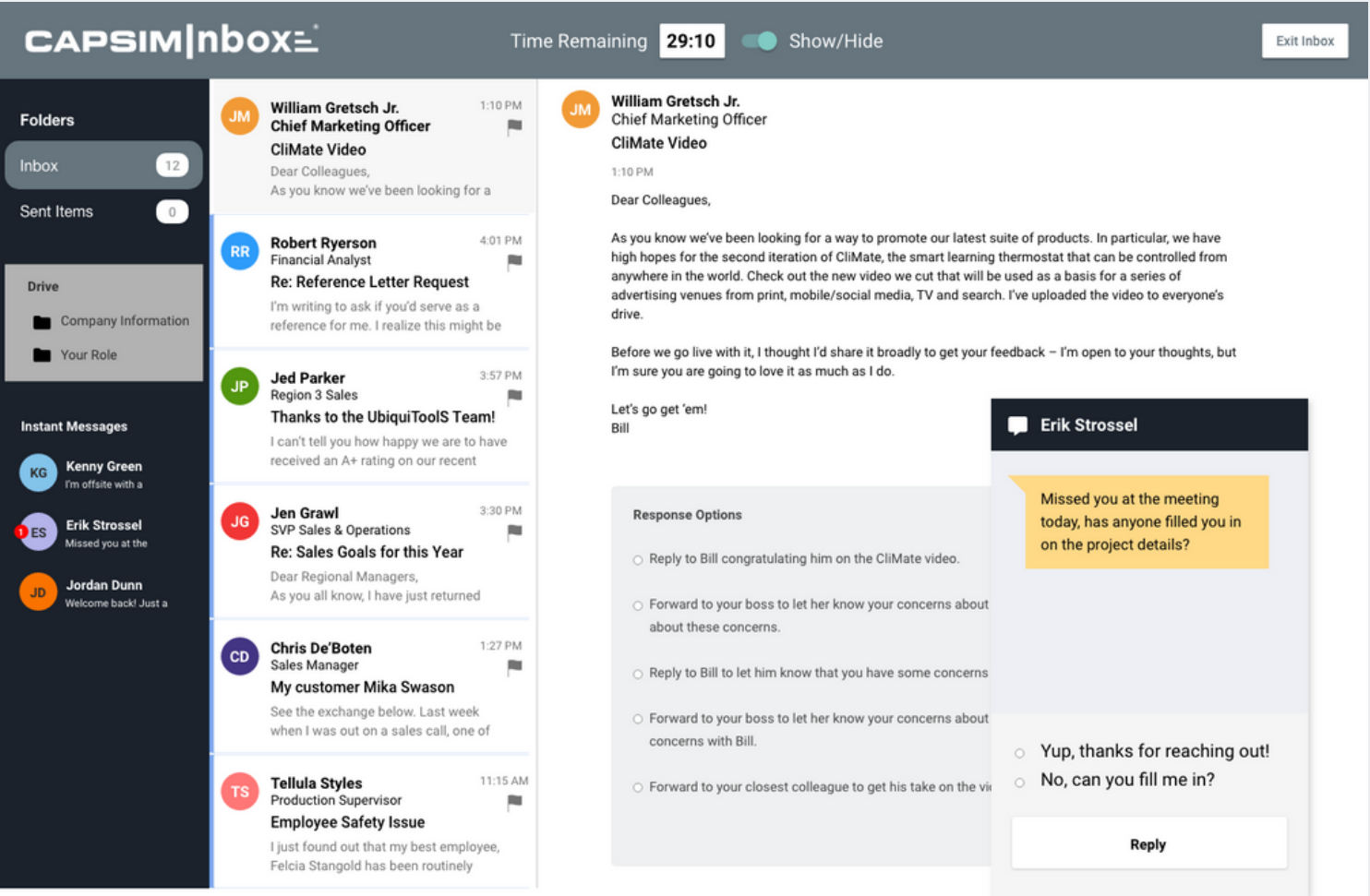
1. An event planning company, Go-Events, was hired by the German government to assist in the coordination of disseminating the Covid-19 vaccine in the city of Bonn.
2. Marc is the CEO of a packaged goods food company entering into the South African market. He is trying to decide which of three new products to introduce, balancing demand and nutrition concerns.
3. Anastasia is a top pharmaceutical representative for John and John's. She works in India, where she notices a lot of the clinics have patients suffering from diabetes.

Example Subject Areas: Partnerships, community involvement, market awareness

General

Required Skill:Global Strategy

This dimension is for authors who are looking to develop a globally, yet locally relevant microsimulation that does not necessarily fit into any of the above categories. This category is also great for authors who already have written case studies or specific expertise or interests.

Examples

1. Elijah is a Kenyan researcher studying hospitality trends in Nairobi, he has been contracted to assist in building a new hotel.
2. Pediatric Therapy Inc. is a British company looking to branch out into more developing countries in West Africa.
3. Magdalena is contracted by the El Salvadoran government to coordinate with all local SMEs in San Miguel to create a new coalition for funding.

Subject Areas: Global expansion, communication, research

Skills Defined

1. Initiating
   a. Proactively influencing events without others' direction in order to accomplish a goal or task, or to make a decision.
2. Leadership
   a. Influencing others toward the achievement of goals by directing and empowering people to accomplish tasks while remaining sensitive to their professional needs.
3. Organizing
   a. Planning and prioritizing work through the effective scheduling of people and tasks, as well as managing personal effectiveness through time management and delegation.
4. Communication
   a. Presenting information to others in order to maximize understanding by defining the appropriate target audience, identifying core ideas, selecting the most important communication medium, and developing supportive arguments.
5. Cultural Awareness
   a. understanding of the differences between yourself and people from other countries or other backgrounds, especially differences in attitudes and values.

Skills Defined Continued

6. Ethical Decision Making

Being able to make decisions based on ethical reasoning and that lead to ethical outcomes as opposed to unethical reasoning and outcomes.

7. Time Management:

the ability to use one's time effectively or productively, especially at work.

8. Corporate Social Responsibility

Business behaviors that are responsible business practices and have a positive social impact.

In the ordinary course of business, a company is operating in ways that enhance society and the environment, instead of contributing negatively to them.

9. Global Strategy

The ability to consider, select, and implement strategic business decisions effectively in a global context.

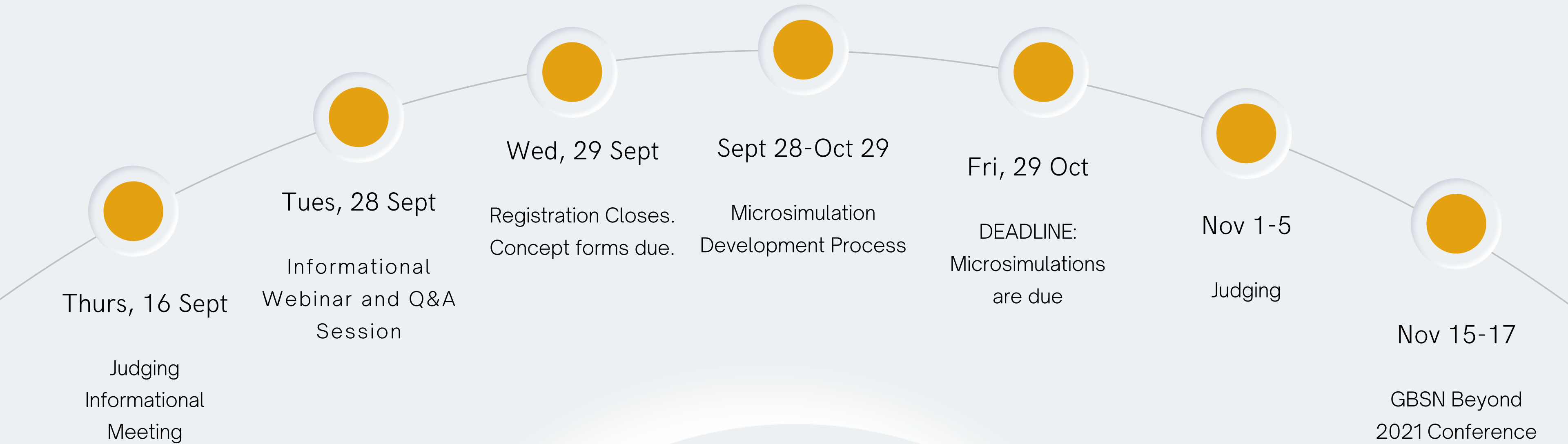10. Environmental Sustainability

Making decisions and taking actions that are in the interests of protecting the natural world, with the particular emphasis on preserving the capability of the environment to support human life.
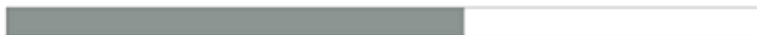
PART 3

Measurement

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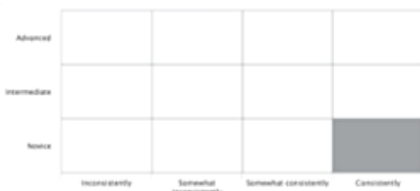**Thurs, 16 Sept**

Judging
Informational
Meeting

Tues, 28 Sept

Informational
Webinar and Q&A
Session

Wed, 29 Sept

Registration Closes.
Concept forms due.

Sept 28-Oct 29

Microsimulation
Development Process

Fri, 29 Oct

DEADLINE:
Microsimulations
are due

Nov 1-5

Judging

Nov 15-17

GBSN Beyond
2021 Conference

Timeline

Judging Information

On a scale of 1 to 5, judges will rate each submission on each of the following:

Relevance to Topic: How well did the microsimulation relate to the subject area selected?

Practicality (Realism): Did the microsimulation create a realistic, high fidelity experience?

Clarity: Was the microsimulation experience clear and concise in that the time investment was relative to the value of the participant?

Versatility: Does the microsimulation have broad use in academia globally?

Engagement: Was the microsimulation creative and fun to experience?

Registration

Until September 29, the Microsimulation Development Lab is open to faculty members who are registered or are from institutions that have registered for *GBSN Beyond. Each team must have a captain to register the team.*
Faculty are welcome to register for the competition as an individual, a pair, or a team of 3-4 from any school participating in the GBSN Beyond 2021 event.

- Team members DO NOT have to be registered at the same school
- GBSN Membership is not required to participate
- All expertise are welcome

Note: Once all team members are registered overall for the GBSN Beyond conference, only one team member will sign up the entire team for the competition via a link provided after initial registration. That person will be the designated "Team Captain," for all forms of communication, unless the team is made of individual registrants.

Registration Continued

All participating individuals and teams will be provided with an email that requests the following:
- Indicate which of the four key themes your microsimulation will fit into (please see your handbook for example references)
- Indicate the geographical location(s) and industry(ies) of your microsimulation
- In one to two sentences please describe the scenario of your microsimulation
- Indicate what degree fields/required courses/applications would this microsimulation be relevant to

Note: If you do not submit your concept responses, we cannot get you started on your microsimulation. After you submit this response, you are welcome to get started on your microsimulation development!

Tools for Virtual Communication

With the virtual conference, we will be using the platform Hubb, which integrates Zoom. Hubb is where you can network, vendor hall communication, attend events, and more.

For questions regarding Hubb, please email beyond@gbsnonline.org.

PART 3

Resources

Research Resources

CapsimInbox Explainer Video

The brief, two-minute explainer video is a great, expedited way to familiarize yourself with CapsimInbox.

CapsimInbox Guided Tour

This tour will take you simulation experience and teach you step-by-step how to utilize the tools. We recommend this tool the most!

GBSN Beyond Microsimulations

These are the Microsimulations that were produced during last year's 2020 GBSN Beyond Virtual conference.

OPTIONAL: Inbox Authoring Platform (IAP) Certification Course

A great introductory to understand the complexities of CapsimInbox on a deeper level and receive a certification for completion of the course.

Social Media Information

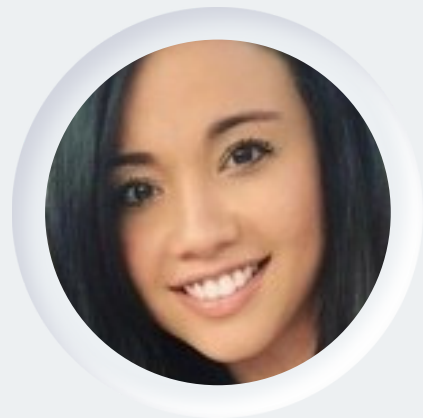We would love to see your process of problem and solutions development. Feel free to tag us on

Facebook (@GlobalBusinessSchoolNetwork)
LinkedIn (@GlobalBusinessSchoolNetwork)
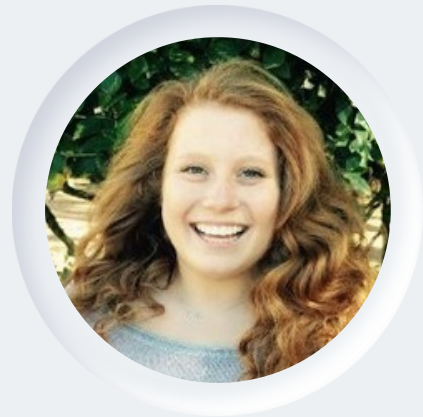Twitter (@gbsnonline)

Team

Project Team

Nicole Zefran

DIRECTOR, MEMBERSHIP & DEVELOPMENT

Maddie Handler

PROGRAM COORDINATOR
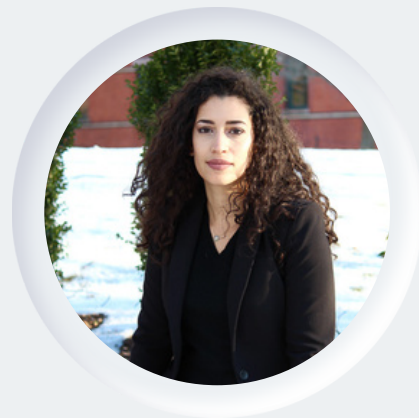
Fayrouz Hares

PROJECT DIRECTOR

Emma Martens

NETWORK ENGAGEMENT COORDINATOR

Alex Craig

EVENTS AND MEMBERSHIP ASSISTANT

Gianluca Moldovan

PROGRAMS AND PARTNERSHIPS FELLOW
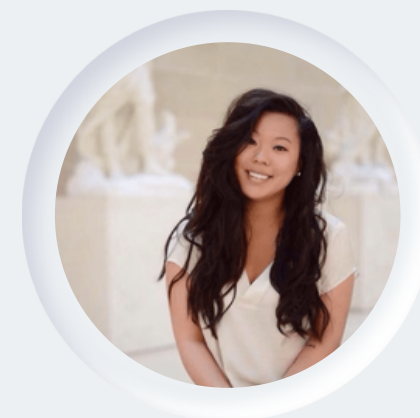
Julianna LaBelle

COMMUNICATIONS AND MEMBERSHIP

Thank you!

Contact us if there are any questions.

Website

www.gbsn.org/beyond

Email

beyond@gbsn.org

Policies

The following terms apply to participation in this competition ("Team Competition"). Entrants may create original solutions, prototypes, visual content, data sets, scripts, or other content, materials, solutions, or discoveries (a "Submission"). All submissions will abide by the GBSN Conduct Statement Below.

GBSN Conduct
Unethical behavior, including but not limited to plagiarism or academic dishonesty, will automatically lead to the disqualification of the team, as well as banning from future competitions for a period of time to be determined by GBSN, and notification of the academic representatives of the school.

Intellectual Property Rights
Contestants may be individuals or organizations (profit, non-profit organizations, academic). Contestants are responsible for compliance with legal requirements of their country.Intellectual property rights of Submissions will be owned by the Contestants but must be made available on public licenses that allow reuse without restrictions. All submissions will be made publicly available on GBSN website and attributed to the individual or organization as its creator and intellectual property right owner. Once a Submission is submitted to GBSN, the Contestant cannot make any changes or alterations to the Submission after the Challenge close date.

Policies Continued

Submission Terms

GBSN and HUMLOG are not responsible for: (1) any false, incorrect or inaccurate information, whether caused by Contestants or GBSN Beyond ; (2) unauthorized human intervention in any part of the submission process or the Competition; (3) technical or human error which may occur in the administration of the Competition or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from Contestant's participation in the Competition or receipt or use or misuse of any prize. No more than the stated amount of prizes will be awarded. Submissions must a) be original; b) be solely owned by Contestant, who represents that no other party has any rights or interest, whether known or unknown; and 3) Contestant represents that it has obtained the license or permission to use materials owned by third parties granting Contestant the right to use such third party or proprietary materials for the Submission and 4) does not violate the privacy rights of other parties.

Policies Continued

Prize Money

Winners are responsible for all applicable taxes and fees associated with prize receipt. No transfer or substitution of a prize is permitted except by GBSN. If a team of individuals from different universities is selected as a prize winner, the prize will be awarded to the group and it will be split equally to the universities represented by the individuals to be disseminated as scholarship funds.

Media
Photos, videos, and/or other media may be taken in the GBSN Team Competition.
By entering and attending this virtual event, you acknowledge and agree that your likeness may be included in photos and videos of the event and used by GBSN and/or HUMLOG in connection with communications about the GBSN Team Competition or in other communications.

Policies Continued

Withdrawing From the Competition
When a team completes the registration, is approved to participate and accepts their invitation to compete, they are committing to participation in both rounds. If a team withdraws after accepting the invitation to participate, the team and sponsoring university will be subject to disqualification from competing in the HUMLOG Challenge 2021 or any other GBSN sponsored competitions for that year and the following year.

If you do not agree to this usage, please do not attend and contact mhandler@gbsn.org..