



FOR IMMEDIATE RELEASE

Business students prove they have what it takes

NORTHFIELD, Ill., November 19, 2008 – In a tough labor market, 17 business graduates will find it easier to convince prospective employers to hire them—they have proved their business acumen running successful simulated companies in the finals of the 2008 Fall International Business Simulation Challenge.

Tom Kung of National Cheng Chi University in Taipei, and Bocheng Lin of the University of Illinois in Chicago, took top honors in the competition from 15 other finalists.

The Capstone® and Foundation® International Business Simulation Challenges are global online competitions held in the spring and fall semesters each year. This November, 1,275 individuals forming 974 teams competed; an increase of 42 percent in registrations over November 2007.

The competitions are hosted by Capsim Management Simulations, Inc®, the world's premier provider of business simulations to college graduate and undergraduate students. The annual competitions are open to all students who have used a Capsim business simulation in their university course.

Tom Kung has loved simulations since first playing *Sim City* and the *Romance of Three Kingdoms* when he was in school. He used Capstone® in Professor Andrew Chu's Strategic Management class.

"My success in Capstone® reminded me that I can do well at things that bring out my passion," he said. "It has stimulated me to do more strategic thinking in my job and career planning. I learned that focus is very important since every competitor has the same resources at the beginning. If you spread your resources over too many markets, you can't compete with those who have a focused strategy."

Bocheng Lin, under the tutelage of Dr Joe Cherian from the University of Illinois, Chicago, won the Foundation® International Challenge. Bocheng arrived in the US from China just three months and four days before winning the competition.

"It was a great opportunity to compete with different students from different nations who have different skills," he said. When he graduates in May 2010, Bocheng wants to be a successful entrepreneur in either an I.T. or finance business.

"I used a Walmart strategy," said Bocheng. "My goal was to expand as fast as I could and to seize every opportunity to keep the competitors down!"

Dan Smith, president of Capsim Management Simulations said the competition was a great opportunity for aspiring business people to develop and prove their skills.

"Businesses today are looking for people with experience in decision making who have a strong overall sense of how business works," he said. "That's where simulations are a valuable addition to the university experience.

"Tom Kung, who won the Capstone® competition, is a manager in the workforce. Foundation® winner, Bocheng Lin, is studying for his masters. We had many hundreds of undergraduates in the competition. The International Business Simulation Challenge provides an opportunity for students of all levels to find out if they have what it takes to run a multimillion-dollar company.

"Congratulations to the winners, the finalists and thanks to all the students who participated."

This was the 16th Semi-Annual Capstone® and Foundation® International Challenge hosted by Capsim. The Challenge ranks participants using the Balanced Scorecard, a strategic assessment tool that accurately measures a business unit's progress. Prior to the competitions, all participants learned finance, research and development, marketing and production through the use of the Capstone® Business Simulation and the Foundation® Business Simulation in their college courses. This year, the competitions included teams from Australia, Taiwan, India, Canada, Poland, Switzerland and the United States.

Finalist results from Capsim's Fall 2008 Capstone® Challenge:

First Place: Tom Kung, National Cheng Chi University, Taiwan. Dr Andrew Chu

Second Place : Alexander Tsui, Washburn University. Professor Norma Juma

Third Place: Liao Hong Tao, Webster University. Professor Renee English

Fourth Place: Trevor Daly, University of Colorado, Denver. Professor Vinit Desai

Fifth Place: Mahalakshmi Panchapagesan, Sonali Gupta and Sanjoy Joseph, Indian Institute of Management, Bangalore. Professor Dharam Pal

Sixth Place: Man Chun Li, Chun Man Wong and Ho Man Wong, Curtin University, Perth Australia. Dr Kyle Bowyers.

Finalist results from Capsim's Fall 2008 Foundation® Challenge:

First Place: Bocheng Lin, University of Illinois, Chicago. Dr. Joseph Cherian

Second Place: Wacharin Aroonsangsuree, Concordia University, Wisconsin. Professor Lixin Cai

Third Place: Cuong Quy Nguyen, Texas Christian University. Professor Patrick Nuss

Fourth Place: Raymond Bokenkamp, Drexel University. Professor Bob Laessig

Fifth Place: Ang (Draco) Li and Simon Cai, Queens University. Professor Gary Bissonette

Sixth Place: Derrick Shaw, University of Texas at Arlington. Professor Marvin Anderson

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