

Hong Kong University of Science and Technology Business Student Ranks with Best in the World

Chicago, IL April 28th, 2014: Information Systems Management student Melody Chung defeated more than 1760 business students worldwide to become runner up in the Capsim Business Simulation Global Challenge.

Melody was one of only 12 finalists to qualify for the 48 hour, high-pressure business simulation play-offs last weekend. Time differences meant she had to work early and late over Saturday and Sunday to meet the deadlines for eight decision-making rounds in her simulated company.

Melody said the challenge helped prepare her to enter the work force because she had a better understanding of the overall picture of how a company works. “From coordinating different areas of the Capstone Business Simulation, I have learnt the dynamics between each department within an organization,” she said.

Melody first experienced Capstone Business Simulation in Professor Hui Kai-Lung’s class.

Business students from 36 countries competed in the Capsim Challenge with the finalist coming from Lebanon, Vietnam, Thailand, India, the United States and Hong Kong. All finalists have proven their business skills on a global platform and can use their experience to impress future employers.

“Employers look for proof of business acumen,” said Dan Smith, Capsim President. “According to a recent *Guardian* newspaper survey, of the top ten skills employers look for in graduate recruits, the number one is ‘business sense’. The survey showed while only 10% of graduates rated ‘business sense’ highly, 50% of employers said it was a ‘vital skill’.”

Results for Capsim’s Spring 2014 Capstone Challenge:

Rank	Name(s)	Final Score	University	Instructor
1st	Mike Veigel	804	University of North Alabama	Dennis Balch
2nd	Ngar Yee Melody Chung	721	The Hong Kong University of Science & Technology	Kai-Lung Hui
3rd	Charbel Ghassan	718	American University of Beirut	Marina Apaydin
	Ali Abou Haidar			
	Claire Chalouhi			
4th	Vinod Agrawal	526	IIM, Raipur – India	Dharam Pal
5th	Ida Manning	510	Kelley School of Business, Indiana University	Kenneth Wendeln
	Jessica Henderson			
6th	Hoang Tran Thien	423	RMIT University	David Knock

About the Spring 2014 Capsim Challenge

The Capsim Challenge is a global online competition held in the spring and fall semester each year designed to test the business smarts of undergraduate and graduate students worldwide. The competitions are open to all students who have used a Capsim business simulation in a recent university course. Each simulation is designed to mimic real-world corporate challenges putting students in realistic decision-making roles as they run a multi-million dollar company. The simulation covers finance, marketing, product development, labor negotiations, and human resources issues. Individuals can play with or without a team (five-person team maximum). The Challenge begins with eight qualifying rounds followed by two days of finals (April 26 –27, 2014).

About Capsim Management Simulations, Inc.

Capsim is a global leader in business simulation technology and services designed to teach business acumen in any learning environment. Our programs create rich learning experiences that give participants, whether in an academic or corporate setting, the opportunity to practice the skills and build the business acumen that are behind today's successful companies. More than 100,000 participants at over 500 schools and corporations have built their business acumen through Capsim learning experiences. For more information on Capsim, please visit www.capsim.com.

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