

STRATEGIES

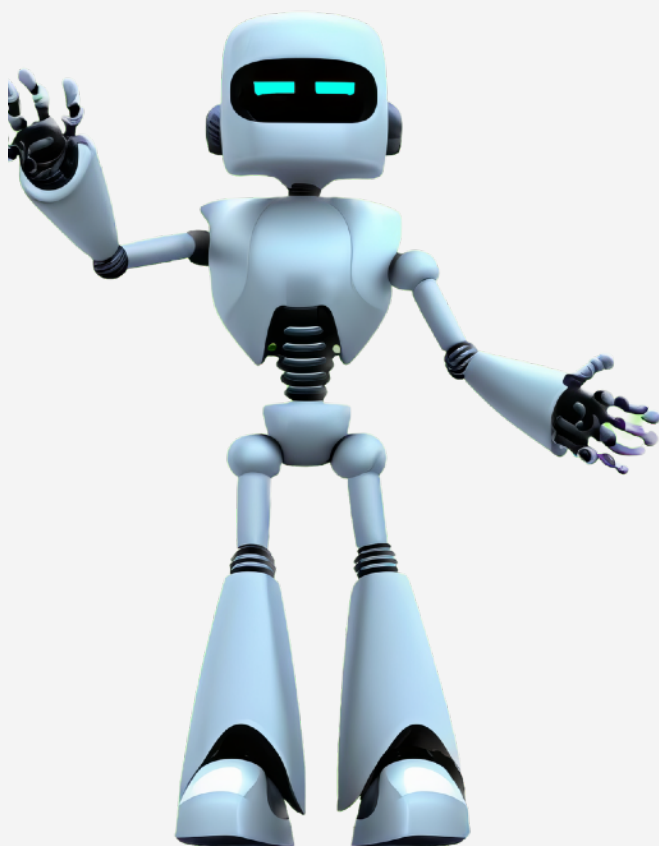
by **CAPSIM** 
MALAYSIA



“Engage, Innovate, Strategise, Excel: Embracing Experiential Learning”

Triple Bottom Line : A Modern Approach to Business Success

Triple Bottom Line (TBL) offers a holistic framework for assessing business success by considering social, economic and environmental impacts, typically categorised as **“People, Planet, Profit”**. This approach goes beyond a narrow focus on profitability and share price and has several merits.



However, **implementing and measuring the TBL can be challenging**, as social and environmental impacts are harder to quantify, and it requires a mindset shift and organisational commitment.

Despite these challenges, **TBL provides a more comprehensive and sustainable framework** for evaluating business performance. Key takeaways include:

- TBL expands the understanding of success beyond financial metrics and considers social, environmental, and economic impacts (people, planet, profit).
- TBL encourages a holistic perspective and long-term sustainability.
- Stakeholder engagement and risk mitigation are key benefits of TBL, and adhering to TBL can create a competitive advantage and contribute to global goals.

Today's business students must understand the importance of balancing sustainability with profitability. Capsim's new integrated simulation module provides an immersive, hands-on way to learn it. Featuring triple bottom line, students work to make strategic, cross-functional decisions that boost their company's financial health while improving social and environmental impacts.



Evolution of Experiential Learning: Contrasting a Dynamic Teaching Method with Traditional Education

Experiential learning is a newer approach to education that emphasises hands-on experience and active engagement for deeper understanding and skill development. It differs from traditional forms of education that focus on memorisation and passivity. To fully appreciate this method, it's essential to compare it to previous forms of education and understand its historical evolution.

Experiential learning has roots in ancient philosophies, like Aristotle's belief that knowledge comes from experience and reflection. Apprenticeships in the Middle Ages exemplified this approach, with hands-on training from craftsmen and artisans.

Experiential learning involves active participation and real-world relevance, while traditional education often relies on passive reception and lacks practical application.

Experiential learning caters to individual learning styles and encourages problem-solving, critical

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www.eblm.com.my
www.mycapsim.eblm.com.my



thinking, collaboration, and communication. Traditional education may not suit all students' needs and can limit opportunities for these crucial skills.

Three modern experiential learning methods include **Project-Based Learning, Service Learning, and Simulations/Role-Playing**. These approaches encourage teamwork, problem-solving, social impact, empathy, and decision-making skills.

Experiential learning is a more dynamic and innovative approach to education that promotes active participation, relevance, and holistic skill development. It prepares students for the complexities of life beyond the classroom and empowers them to shape a rapidly changing world.

CAPSTONE^{2.0}

LATEST UPDATE:

New **Capstone 2.0** games will now boast an advanced training section featuring three tasks to better prepare learners for their simulation experience:

- Analyze the Market
- Analyze the Competition
- Simulation Guidelines

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