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Coastal Kicks Footwear - Business Strategy Game

Alex N. Evans
Dominican University of California

Cody Bernstein
Dominican University of California

Naixin Huang
Dominican University of California

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Coastal Kicks Footwear

Business Strategy Game



Cody Bernstein
Alex Evans
Naixin Huang

Barowsky School of Business

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Abstract

In Business Policy and Strategy, the Senior Capstone business course, our team is managing a footwear company from the executive level and competing in the global footwear industry against our colleagues. The Business Strategy Game is an interactive online simulation that challenges our management team to make decisions and pull from each of the five disciplines in the Barowsky School of Business: Accounting, Finance, Marketing, Management and International Business. The purpose of the simulation is to understand the importance of strategy in business and apply skills learned from every aspect of business. As managers, our team is responsible for evaluating internal and external factors, identifying problems, and deploying an effective business strategy to achieve success in the industry and ultimately maximize the value of our company.