

BUS 263E – Business Simulation

1.5 Credits, 24 Hour Lab

Delivered over portions of 1.5 weekends, this course contains a comprehensive, integrated software “game” that simulates a real firm in a real industry. Students are asked to compete as a group against other student teams. Business decision making skills are examined under the duress of competitive pressures, time pressures and in a team setting.

Prerequisites and/or co-requisites – Completion of Accounting or Business Certificate. Enrollment in or completion of at least three additional second year courses of the appropriate diploma program.

Instructor

Gina Langager
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Office Hours

Monday to Friday - 1:00 –1:50

Required Resources

Internet Access
Mikes Bikes Login

Course Outcomes

At the completion of the course, students will be able to:

1. Prepare a cost/benefit analysis for all initiatives
2. Apply entrepreneurial skills and characteristics such as risk taking, resourcefulness, contingency planning, and the development of innovative solutions
3. Recommend appropriate strategies to solve business-related problems
4. Take into account the forces at work in the economy and their effects on business
5. Consider the marketing environment, market segmentation, and the roles of product, price, place, and promotion
6. Apply financial concepts, including risk-return relationship and determination of the firm's value, to financial management issues
7. Develop strategies for the scheduling of production and staff which support the most productive operation of a facility
8. Assume responsibility for group results by displaying leadership skills in one-on-one and group settings and using team-building skills (e.g. active listening, encouraging candor, maintaining a cooperative and collaborative environment)
9. Use appropriate self-management strategies
10. Cooperatively plan team tasks and responsibilities
11. Analyze the effect on business of significant domestic and international economic factors

Evaluation/Course Schedule

This course is a pass/fail course. In order to pass you must do each of the following:

November 6 - Must have your log-in in order to be assigned to a group.

November 7 - Groups will be assigned.

Sometime between November 4 - 12 - Complete Pre-course Quiz, Intro Quiz, and Assignment 1- Single Player.

Sometime between November 12 - 15 - Meet with group to determine company name, roles and strategy. You will also need to schedule your meetings for the practice round decisions. Complete your team agreement.

November 15 - Multi player will open at noon and the practice round will begin.

Make your first decisions. You must have your decisions entered by the date and time listed below. For example, the "world" starts out the same for everyone on November 2nd.

- Teams can make decisions online but only their last decisions (before the time listed below) will be recorded. At 6:00 p.m. on the dates below, all of the teams' decisions will be put into the world simulation. At 6:01 your market share, shareholder value, etc. will change along with all of the other teams.
- You will have until 6:00 p.m. on the next decision date to input your next round of decisions. In total, you will have the opportunity to practice for five years (each decision date simulates a year).
- Take the time to examine the reports, and explore to discover how the market reacts to your decisions.

November 16 - 6:00 p.m. - Practice Round Decision One Due

November 18 - 6:00 p.m. - Practice Round Decision Two Due

November 19 - 6:00 p.m. - Practice Round Decision Three Due

November 20 - 6:00 p.m. - Practice Round Decision Four Due

November 21 - 6:00 p.m. - Practice Round Final Decision Due

November 22 - The world will start over and the competition will begin. All of the teams will start at the same position and you will employ the strategies you learned in the practice rounds to see which team creates the most SHV (shareholder value by November 29th)

November 22 - 6:00 p.m. Decision One due

November 23 - 6:00 p.m. Decision Two due

November 24 - 6:00 p.m. Decision Three due

November 25 - 6:00 p.m. Decision Four due

Performance Requirements

This course should be very enjoyable. There are no great social pressures and no grand presentations. You are all simply sitting around a computer, making complicated decisions about a company that you are running. The goal is to bring together all of your business skills, put them in a real world setting, add some competitive juices and see what you get. Hopefully, your team is the winning group. Participation and attendance are required. Attendance at the college is expected on the decisions dates and on the competition dates. While at the college, you will be expected to actively participate in group decision making.

Authorization

This course outline has been reviewed and approved by the Program Chairperson.

Gina Langager, Instructor

Guy Harmer, Dean

Date Authorized

Signed copies to be delivered to:
Instructor
Registrar's Office