BUS 263A, Business Simulation

1.5 Credits, 8 weeks, 3 hours

Course Description and Details
Delivered online over portions of a few weeks, this course contains a comprehensive, integrated software “game” that simulates a real firm in a real industry. Students are asked to compete in groups (of four) against other student teams. Business decision making skills are examined under the duress of competitive pressures, time pressures, and in a team setting. This course should be very enjoyable. There are no great social pressures and no presentations. You are all simply sitting around a computer making complicated decisions about a company which you are running. The goal is to bring together all of your business skills, use them in a real world setting, add some competition and see what you get. Participation is required.

Instructor
Gina Langager
CC224
780-791-8952
gina.langager@keyano.ca

Hours of Instruction
Material Online and Flexible Meeting Times for Groups

Office hours
Monday, various - call, email or drop by
Tuesday, various - call, email or drop by
Wednesday, 4-6:30 PM

Required Resources
Mikes Bikes Log-in - Purchased through SmartSims
Log in and purchase access to Mikes Bikes before October 16th (groups will be assigned on October 17th). The materials cost is approximately $60.00 (Mikes Bikes fee - you pay them directly which helps keep the cost lower).

The site address is www.smartsims.com which is where you will get access to the materials and pay your fee.

You will receive an email (to your keyanomail address) from SmartSims with your log-in and password early next week. If you are curious and want to check out the sight prior to receiving your log-in information, you can login with:

Username: stukeyano
Password: mikesbikes
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

Please note that in an effort to accommodate a variety of schedules your team will need to find one common time to meet in person to complete the team agreement and assign roles. For the game decisions your team can best decide how to communicate with each other (you do not need to meet in person if you can agree to an alternate method). This course is a pass/fail course. In order to pass this course you must do each of the following:

- Purchase your log-in.
- Complete Single Player Version
- Read the Assigned Material
- Meet with your team to determine name, roles, strategy and team agreement
- Meet/connect with your team prior to the practice round cut-offs and participate in the decision making
- Meet/connect with your team prior to game cut-offs and actively participate in the decision making
- Submit team evaluation document to instructor

Course Schedule

October 16
Last day to purchase your log-in. Must have your log-in in order to be assigned to a group.

October 17
Groups will be assigned.

October 6 - October 15

Complete the Practice Rounds for the Single-Player. You will need to spend two to five hours with the Single-Player version of the simulation before you start playing the Multi-Player with your groups. Since the most common area of confusion tends to be product development, you will need to develop and launch a new product in Single-Player during this practice time.

Become Familiar with the Quickstart Guide, Advanced Players Manual, Manufacturing Guide and Product Development Guide. This advanced preparation will save you time and effort. In addition, view the Single-Player
Overview Video and the Common Mistakes Video. Both will help ease you into the game and prepare you for the Multi-Player version.

**October 15 - October 24**
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. On October 24, enter your company name into the Multi-Player Version.

**October 24**
Multi player will open at noon and the practice round will begin. Make your first decisions. You do not need to enter your decisions on the date and time listed below but you **must** have your decisions entered **by** the date and time listed below.

For example, the “world” starts out the same for everyone on October 24. The first decisions have to be in by October 27th (6:00 p.m.). You can enter your decisions anytime between October 24th and October 27th.

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 three years (each decision date simulates a year).

It will take time to examine the reports and learn how your the market reacts to your decisions.

**October 27 - 6:00 p.m.**
Practice Round Decision One Due

**October 29 - 6:00 p.m.**
Practice Round Decision Two Due

**October 31 - 6:00 p.m.**
Practice Round Decision Three Due - Final Practice Round Decision

**November 5**
The simulation 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 is able to create the most SHV (shareholder value by November 24th).

**November 5 - 6:00 p.m.**
Decision One due

**November 12 - 6:00 p.m.**
Decision Two due

**November 14 - 6:00 p.m.**
Decision Three due

**November 17 - 6:00 p.m.**
Decision Four due

**November 19 - 6:00 p.m.**
Decision Five due

**November 21 - 6:00 p.m.**
Decision Six due

**November 24 - 6:00 p.m.**
Decision Seven due
Submit your team evaluation rubric to instructor

**November 25 - Winners posted.**