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 Jackson
CC224
780-791-8952
gina.jackson@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 18th (groups will be assigned on October 19th). The materials cost is approximately $62.00 (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 within the next few days. 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, and strategy
- Submit team agreement to instructor
- 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
Authorization
This course outline has been reviewed and approved by the Program Chair.

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Gina Jackson, Instructor

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Gina Jackson, Chair  Date Authorized

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Guy Harmer, Dean  Date Authorized

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