BUS 263A, Business Simulation

1.5 credits, 24 hours lab

Delivered over portions of two 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.

Prerequisite: Completion of Accounting or Business certificate

Co-requisite: Enrollment in or completion of at least 3 additional second year courses of the appropriate diploma program.

Instructor

Nermin Zukic
S113F
780-791-4982
nermin.zukic@keyano.ca

Hours of Instruction

There are two mandatory class meetings. For detailed list of activities please refer to the attached table.

Material Online and Flexible Meeting Times for Groups

Office hours

Monday to Friday 10-11AM or per individual arrangement

Required Resources

Mikes Bikes Log-in - Purchased through SmartSims

Log in and purchase access to Mikes Bikes before February 1st, 2017 (groups will be assigned on February 11th, 2017). Your email address will be provided to the company. The materials cost is approximately $65.00 (Mikes Bikes fee - you pay them directly which helps keep the cost lower). The site address is www.smartsims.com.

You should be receiving an email (to your keyanomain address) from SmartSims with your log-in and password credentials within the next few days. Please update the instructor in case there were any changes (course registration status, name, email contact, etc.)
Course Outcomes

Upon successful completion of this course, the student shall be able to:

- Prepare a cost/benefit analysis for all initiatives
- Apply entrepreneurial skills and characteristics such as risk taking, resourcefulness, contingency planning, and the development of innovative solutions
- Recommend appropriate strategies to solve business-related problems
- Take into account the forces at work in the economy and their effects on business
- Consider the marketing environment, market segmentation, and the roles of product, price, place, and promotion
- Apply financial concepts, including risk-return relationship and determination of the firm’s value, to financial management issues
- Develop strategies for the scheduling of production and staff which support the most productive operation of a facility
- 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)
- Use appropriate self-management strategies
- Cooperatively plan team tasks and responsibilities
- 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.

Nermin Zukic, Instructor

__________________________
Nermin Zukic, Interim Chair Date Authorized

__________________________
Vincella Thompson, Dean Date Authorized

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