

BUS 263, Business Simulation

1.5 credits, 24 hours lab

Course Description

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.

Pre and Co-requisites

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

Course Learning Outcomes (CLOs)

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

CLO1 Prepare a cost/benefit analysis for all initiatives.

CLO2 Apply entrepreneurial skills and characteristics such as risk taking, resourcefulness, contingency planning, and the development of innovative solutions.

CLO3 Recommend appropriate strategies to solve business-related problems.

CLO4 Take into account the forces at work in the economy and their effects on business.

CLO5 Consider the marketing environment, market segmentation, and the roles of product, price, place, and promotion.

CLO6 Apply financial concepts, including risk-return relationship and determination of the firm's value, to financial management issues.

CLO7 Develop strategies for the scheduling of production and staff which support the most productive operation of a facility.

CLO8 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)

CLO9 Use appropriate self-management strategies.

CLO10 Cooperatively plan team tasks and responsibilities.

CLO11 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 with your team prior to the practice cut-offs and participate in the decision-making.
- Meet with your team prior to game cut-offs and participate in the decision making.
- Submit team evaluation document to instructor.

Course Completion Requirements

Minimum passing mark of 50% or D is required.

Grading Scale

4.0 Grade Scale	Alpha Grade	Percentage Grade
4.0	A+	93-100
4.0	A	85-92.9
3.7	A-	80-84.9
3.3	B+	77-79.9
3.0	B	74-76.9
2.7	B-	70-73.9
2.3	C+	67-69.9
2.0	C	64-66.9
1.7	C-	60-63.9
1.3	D+	55-59.9
1.0	*D	50-54.9
0.0	F	0-49.9

Land Acknowledgement

We respectfully acknowledge that Keyano College is on Treaty No. 8 Territory, the ancestral and traditional territory of the Cree, Dene, and Métis people.

Review Date: March 4, 2024

Every effort has been made to ensure that information in this course outline is accurate at the time of publication. Keyano College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.

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