

**BUS 263A, Business Simulation**

*1.5 Credits, 8 weeks, 3 hours*

**Course Description and Details**

Delivered online over portions of a several 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 three) against other student teams. Business decision making skills are examined under the duress of competitive pressures, time pressures, and in a team setting. 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**

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**Hours of Instruction**

There are three 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 1<sup>st</sup> 2018 (groups will be assigned on February 11<sup>th</sup>, 2018). 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](http://www.smartsims.com).

You should be receiving an email (to your keyanomail 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**

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

**Student Responsibilities**

It is your responsibility as a student to contact the Office of the Registrar to complete the forms for Withdrawal or Change of Registration, and any other forms. Please refer to the list of important dates as noted in the Academic Schedule in the Keyano College credit calendar.

More specific details are found in the Student Rights and Student Code of Conduct section of the Keyano College credit calendar. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Student Code of Conduct Policies.

**Student Attendance**

Class attendance is useful for two reasons. First, class attendance maximizes a student's learning experience. Second, attending class is a good way to keep informed of matters relating to the administration of the course (e.g., the timing of assignments and exams). Ultimately, you are responsible for your own learning and performance in this course.

It is the responsibility of each student to be prepared for all classes. Students who miss classes are responsible for the material covered in those classes and for ensuring that they are prepared for the next class, including the completion of any assignments and / or notes that may be due.

**Academic Misconduct**

Students are considered to be responsible adults and should adhere to principles of intellectual integrity. Intellectual dishonesty may take many forms, such as:

- Plagiarism or the submission of another person's work as one's own
- The use of unauthorized aids in assignments or examinations (cheating)
- Collusion or the unauthorized collaboration with others in preparing work
- The deliberate misrepresentation of qualifications
- The willful distortion of results or data
- Substitution in an examination by another person
- Handing in the same unchanged work as submitted for another assignment
- Breach of confidentiality.

The consequences for academic misconduct range from a verbal reprimand to expulsion from the College. More specific descriptions and details are found in the Student Rights and Student Code of Conduct section of the Keyano College credit calendar. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Student Code of Conduct Policies.

In order to ensure your understanding of the concept of plagiarism, you must successfully complete the online tutorial found on [ilearn.keyano.ca](http://ilearn.keyano.ca). Then print the certificate, sign it, and show it to each of your instructors. Your course work will not be graded until you show this signed certificate.

**Specialized Supports****Counselling and Accessibility Services**

Counselling Services provides a wide range of specialized counselling services to prospective and registered students, including personal, career and academic counselling.

**SKILL Centre**

The SKILL Centre is a learning space in the Clearwater Campus at Keyano College where students can gather to share ideas, collaborate on projects and get new perspectives on learning from our tutorial staff.

The SKILL Centre, through a variety of delivery methods, provides assistance in skill development to Keyano students. Assistance is provided by instructors, staff and student tutors. Individuals wishing

to improve their mathematics, writing, grammar, study, or other skills, can take advantage of this unique service.