

REVISED SEPTEMBER '79

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Sault College  
of Applied Arts and Technology  
sault ste. marie

Course Outline

MANAGEMENT SIMULATION III

BUS 320-2

revised September 1978

MANAGEMENT SIMULATION III  
BUS 320-2

EVALUATION:

Students will be evaluated on the basis of classroom participation in the Business Game and case discussions. Attendance is therefore essential. There will also be tests.

Participation	60%
Tests	40%
	<u>100%</u>

\*Approximately one period per week will be devoted to the actual playing of the game.

Selected Cases & Readings

- Molson Breweries of Canada Ltd. (handout) - A marketing case
- The General Management Point of View (handout) - reading
- Indian Head Mills, Inc. (handout) - General and financial case
- University Cellar (handout) - Store pricing structure

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TEXT: Participants Guide & Workbook - Introductory Business Management Simulation by M. Archer and C. A. Dakin published by McGraw Hill-Ryerson Limited

REFERENCES: Financial Post (weekly)  
Globe & Mail "Report on Business (daily)

OBJECTIVES:

This Management Simulation Course is designed to give the student an opportunity to inter-relate the various functions of business. The course will cover current business topics as they develop and are reported in the various business papers and journals. Simulation exercises and classroom discussion will give the student an opportunity to develop his or her own techniques or management style.

STUDENT GOALS:

1. To develop and integrate your specific knowledge and skill in Marketing, Finance, Accounting, Production and Control,
2. To explore in detail the current relationships between the Business and the Economy; The Business and the Government and Business and its People.

You will be encouraged to sharpen your Management decision making skills.

METHOD:

The IBMs Game will form the nucleus of this course. The game will be supplemented by selected cases and readings (hand-out)

Classroom discussion both individually and in groups will examine topics of current business interest.

Emphasis will be placed on participation and the student's ability to research and assimilate relevant articles.

The overall objective is to become current in management style and develop a crisp approach to decision making.

This approach will be further developed and reinforced in 4th semester in the Business Policy course.

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BUSINESS GAME FORMAT

Financial Statements - their meaning and purpose

- The Income Statement
- Balance Sheet
- Assets
- Liabilities
- Shareholders Equity
- Cash Flow Statement
- Statement Analysis

Management Decisions

- Planned Output
- Price of product
- Marketing budget
- Raw materials
- Plant Investment
- Plant Maintenance
- Quality Control
- Dividends

The Environment

- Seasonal Index
- Price Index

Marketing

- The Product
- The Market
- The Price
- The Budget
- Administrative Expenses

Production

- Planned Output
- Raw Materials
- Plant Investment
- Plant Maintenance
- Quality Control
- Sundries
- Labour

Finance

- Profit Maximization
- Financial Solvency
- Income Tax
- Dividends