

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

Course Outline

BUSINESS POLICY

BUS- 5

Bus 231?

Bus 231

revised January, 1977

BUS- 5  
BUSINESS POLICY

Text Participant's Guide and Workbook - Introductory Business Management Simulation by M. Archer and C. d'A. Dakin published by McGraw-Hill Ryerson Limited.

References

Financial Post (weekly)  
Globe & Mail "Report on Business" (daily)  
Bank Newsletters  
Annual Reports  
selected Readings (re-prints)

Objectives

This Business Policy course is designed to give the student an opportunity to inter-relate the various functions of business. The course will also give the student an opportunity to develop his or her own technique or management style.

Student Goals

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

You will be encouraged to sharpen skills in Management decision making and formation of business policy.

Method The Business Game will form the nucleus of this policy course, and as the game progresses students will have the opportunity for classroom discussion, individually and in groups. The business game will be supplemented by selected cases and readings(handout).  
Emphasis will be placed on participation and the student's ability to research and assimilate relevant articles with the objective to develop a positive attitude toward problem solving and a crisp approach to decision making.

Evaluation

Students will be evaluated on the basis of classroom participation in the Business Game and case discussions. Attendance is therefore essential. In addition, there will be projects to be completed individually and tests.

Participation	50%
Individual Project	25%
Tests	25%

\* Approximately two periods per week will be devoted to the actual playing of the game.

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