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✓ Sault College
of Applied Arts and Technology
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Course Outline

MANAGEMENT SIMULATION 11
BUS 304-2

revised January, 1978
Same as for January, 1979

MANAGEMENT SIMULATION 11
BUS 304-2

GENERAL OBJECTIVES:

To give the student the opportunity to recognize, assess and make decisions regarding business problem situations.

To give the students practice in the functional areas of management and their relationships to one another as well as other related disciplines.

To evoke a sense of responsibility for the results of decisions made.

To experience the reality of working as a member of a management team making decisions in dynamic situations.

SPECIFIC OBJECTIVES:

1. To learn and practice the functions of planning, organizing and controlling.
2. To develop methods of control and utilize the feedback effectively.
3. To develop an understanding of the effect of advertising, promotion and pricing in the marketing mix.

METHOD:

Instruction will consist of lecture-discussion related to the simulated business game.

The student will spend the majority of the classroom time involved in the analyzing and decision making process.

EVALUATION:

The final grade will be weighted 40% on 2 tests and 60% on term work.

The tests will include specific questions concerning business games, and the results of decisions made. The objective will be to assess the student's knowledge of decisions made in previous classroom gaming situations, comparisons with other team decisions and use of control materials.

Term work will be graded on team and individual reports. Classroom performance, including preparation, will be assessed and attendance is essential. Peer rating will be included in this assessment and will be critically compared with the instructors evaluation and the tests. Those grading their peers in an unrealistic manner will be down-graded.

NOTE: There is no make-up provision for this course.