

GENERAL OBJECTIVES:

# Sault College of Applied Arts and Technology sault ste. marie

## Course Outline

MANAGEMENT SIMULATION 11  
BUS 304-2

SPECIFIC OBJECTIVES:

1. To learn and practice 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. Team 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 instructor's evaluation and the tests. Those grading their peers in an unbiased manner will be down-graded.

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

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.

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1. To learn and practice the functions of planning, organizing and controlling.
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