



**I. COURSE DESCRIPTION:** Students will utilize the knowledge relating to business activities gained through the curriculum in the previous three semesters and apply the knowledge in a computerized business simulation.

**II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:**

Upon successful completion of this course, the student will demonstrate the ability to:

1. Make strategic and operating decisions for a business.

Potential Elements of the Performance:

- Assess changing industry and competitive conditions.
- Diagnose the strategies of competitors.
- Pursue ways to secure a competitive advantage and evaluate different courses of action.
- Chart a strategic course and adjust strategic plans in response to changing conditions.

*This learning outcome will constitute 25% of the course's grade.*

2. Understand how the different functional pieces of a business fit together.

Potential Elements of the Performance:

- Discuss how and why decisions made in one area affect outcomes in other areas of a company.
- Outline the keys to keeping a company profitable.
- Understand and explain what affects return on equity investment.
- Describe how to protect a company's bond rating.
- Discuss endeavors to maximize shareholder wealth.
- Develop an effective business strategy.

*This learning outcome will constitute 25% of the course's grade*

3. Discuss the ins and outs of global competition.

Potential Elements of the Performance:

- Discuss the different strategies companies can pursue in world markets.
- Describe the challenges of competing in a global market environment.
- Develop decisions with regards to exchange rate fluctuations, tariff barriers and production cost differences.

*This learning outcome will constitute 25% of the course's grade*

4. Explain basic revenue-cost-profit relationships

Potential Elements of the Performance:

- Review operating statistics and identify costs that are out of line.
- Assess a company’s financial condition and decide what proactive approaches to take.
- Construct one year and five year strategic plans.
- Develop powers of managerial judgment.

*This learning outcome will constitute 25% of the course’s grade*

**III. TOPICS:**

1. Understanding the marketplace
2. Understanding your company
3. Situation Analysis
4. Website; Use of Online Simulation Software

**IV. REQUIRED RESOURCES/TEXTS/MATERIALS:**

Team Member Guide (To be distributed in class). Each student must register online for this course. Registration payment is made online for access to the Business Simulation program.

**V. EVALUATION PROCESS/GRADING SYSTEM:**

Midterm test.....	30%
Team participation (based on peer evaluation and attendance).....	10%
Assignments.....	20%
Company performance (8 rounds @ 5 marks).....	40%
	100%

**Note:** There will be no re-writes of individual tests. Late assignments will not be accepted for grading.

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 - 100%	4.00
A	80 - 89%	
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50 – 59%	1.00
F (Fail)	49% or below	0.00
CR (Credit)	Credit for diploma requirements has been	

	awarded.
S	Satisfactory achievement in field/clinical placement or non-graded subject areas.
U	Unsatisfactory achievement in field/clinical placement or non-graded subject areas.
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.
NR	Grade not reported to Registrar's office.
W	Student has withdrawn from the course.

## VI. SPECIAL NOTES:

### Special Needs:

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your instructor and/or the Special Needs office. Visit Room E1101 or call Extension 493 so that support services can be arranged for you.

### Retention of course outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

### Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Rights and Responsibilities*. Students who engage in “academic dishonesty” will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

### Course outline amendments:

The Professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Substitute course information is available in the Registrar's office.

**VII. PRIOR LEARNING ASSESSMENT:**

Students who wish to apply for advanced credit in the course should consult the professor. Credit for prior learning will be given upon successful completion of a challenge exam or portfolio.

**VIII. DIRECT CREDIT TRANSFERS:**

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean's secretary. Students will be required to provide a transcript and course outline related to the course in question.