

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



Sault College

COURSE OUTLINE

COURSE TITLE: Small Business Simulation

CODE NO. : BUS 232

SEMESTER: 09W

PROGRAM:

AUTHOR:

DATE: 01-01-2009 **PREVIOUS OUTLINE DATED:** 01-01-2008

APPROVED: "Penny Perrier"

CHAIR

DATE

TOTAL CREDITS: 4

PREREQUISITE(S): First 3 Semesters of Business Diploma Program

HOURS/WEEK: 4

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For additional information, please contact Penny Perrier, Chair
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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:

- Establish a plan to co-manage a business.
- Determine how best to establish operating activity to compete in a Global Market.
- Assess changing industry and competitive conditions.
- Diagnose and react to 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.
- Develop contingency plans.
- Understand the principles of debt financing, equity financing and develop strategies that maximize shareholder's return on equity.
- Implement Human Resource strategies to maximize productivity.

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.
- Identify the key criteria to keeping a company profitable.
- Understand and explain what affects return on equity investment.
- Describe how to increase the market value of a corporation's shares.
- Discuss and implement strategies to maximize shareholder wealth.
- Develop and implement strategies that will result in the corporation attaining a competitive advantage in the market.
- Understand and develop production strategies, supply chain logistics and product distribution strategies.

3. Discuss and implement strategies to react to the forces of global competition.

Potential Elements of the Performance:

- Develop effective competitive global business strategies.
 - Discuss and simulate the implementation of different strategies companies can pursue in world markets.
 - Describe and react to the challenges of competing in a global market environment.
 - Develop decisions with regards to exchange rate fluctuations, tariff barriers and production cost differences.
4. Explain revenue-cost-profit relationships, interpret financial reports, prepare forecasts and analyze operating activity reports.

Potential Elements of the Performance:

- Discuss the costs and benefits of planning.
- Review and interpret financial operating results, cost accounting data and operating statistics.
- Assess a company's financial condition and decide what proactive approaches to take.
- Assess and interpret trend analysis data.
- Prepare Sales, Production, Income Statement and Balance Sheet Forecasts.
- Understand the concepts of markups, markdowns, per unit product cost, wage costs, overhead costs, distribution costs.
- Develop financial and cost management skills.

III. TOPICS:

1. Understanding the Global Market place.
2. Understanding your Company Operations.
3. Conduct a Situation Analysis
4. Develop Global Sales Forecasts.
5. Interpret Financial Results.
6. Develop Global Marketing Strategies.
7. Production Decision-making.
8. Logistics Supply Chain, Distribution Channels
9. Labor Costing, Job Order Costing

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 to access the Business Simulation program.

V. EVALUATION PROCESS/GRADING SYSTEM:

Students will be evaluated as follows:

- Test #1 (15% of grade)
- Test #2 (20% of grade)
- Team participation (Peer Evaluation and attendance) (25% of grade)
- Company Performance: (8 rounds @ 5% each) (40% of grade)

TESTS:

Test will be administered **Online**. Dates of tests will be announced at the beginning of the term. **Students are required to write all tests as scheduled!! There are no Supplementary exams or re-writes of individual tests.**

The following semester grades will be assigned to students:

<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% and below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field /clinical placement or non-graded subject area.	
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.	
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 without academic penalty.	

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 professor and/or the Special Needs office. Visit Room E1101 or call Extension 2703 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.

Communication:

The College considers **WebCT/LMS** as the primary channel of communication for each course. Regularly checking this software platform is critical as it will keep you directly connected with faculty and current course information. Success in this course may be directly related to your willingness to take advantage of the **Learning Management System** communication tool.

Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Code of Conduct*. 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.

Attendance:

Attendance is **Mandatory**. The Small Business Simulation course places students into teams where they act as co-managers of a Corporation competing in the Global Market. The course provides students the opportunity to simulate all aspects of co-managing a Global business. Each class is comprised of a diversity of activity, including instruction regarding the components of the online business simulation, lectures instructing students about Strategic management, reviews of each company's strategy and an opportunity to seek consultation with the professor. Since grading is contingent upon the efforts of the entire team and since the goal of the course is to simulate a "real world business experience", all members of each team are required to attend class forums. Students are allowed **one unexcused absence during the semester**. Students who do not meet the **Mandatory attendance requirements** will forfeit their membership as co-managers and receive a Failing grade (F).

Submitting Assigned Work:

All assignments must be submitted to the professor at the beginning of class on the due date. Once the class starts, any assignment which has not been submitted will be considered late. Assignments may be submitted in advance; assignments will not be accepted after the stated deadline.

It is the student's responsibility to ensure that the professor receives the completed assignment on time. Do not place the assignment in the professor's mailbox and do not deliver it to his/her office during class.

Return of Students' Work:

Tests, quizzes, assignments, etc. will be returned to students during one of the normal class times. Any student not present at that time must pick up his/her test, etc. at the professor's office within three weeks of that class. Tests, etc. not picked up within the three weeks will be discarded. End of semester tests, etc. will be held for three weeks following the end of the semester. If they have not been picked up within that three-week period, they will be discarded.

Students are required to retain their tests, quizzes, assignments, etc. in the event that there is a disagreement with the mark received and the mark recorded by the professor. If the student is not able to present the instrument in question, the professor's recorded mark will stand.

Classroom Decorum:

Students will respect the diversity and the dignity of those in the classroom. Student will respect the professor's right and duty to teach and students' right to learn without interference. Students who cause any interference with the objectives of the class will be asked to leave the classroom.

If a student is asked to leave the classroom a second time, he/she must make an appointment with the Chair of the Business Studies Department who will decide if the student will be permitted to return to class.

Students attending this class do so to study Small Business Simulation. Therefore, no other activity will be permitted. Student's who wish to engage in other activities will be asked to leave the classroom, as described above.

It is the professor's intention to maintain proper classroom decorum at all times in order to provide the best possible learning and teaching environment.

CELL PHONES ARE TO BE TURNED OFF DURING CLASS. NO USE OF CELL PHONES IS ALLOWED DURING CLASS. ANY STUDENT NOT ABIDING BY THIS POLICY WILL BE ASKED TO LEAVE THE CLASSROOM.

VII. PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advance credit transfer (advanced standing) should obtain an Application for Advance Credit Form from the program coordinator (for course-specific courses), or the course coordinator (for general education courses), or the program's academic assistant. Students will be required to provide an unofficial transcript and course outline related to the course in question.

Credit for prior learning will also be given upon successful completion of a challenge exam or portfolio.