

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



COURSE OUTLINE

COURSE TITLE: Small Business Simulation

CODE NO. : BUS 232

SEMESTER: 10W

PROGRAM: 2035/2102

AUTHOR: J. Cavaliere BBA, MBA

DATE: 01-01-2010

PREVIOUS OUTLINE DATED: 01-01-2009

APPROVED:

"Penny Perrier"

Dec 10/09

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
School of Continuing Education, Business and Hospitality
(705) 759-2554, Ext. 2754

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:

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.

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.

Prior Learning Assessment:

Students who wish to apply for advance credit transfer (advanced standing) should obtain an Application for Advance Credit from the program coordinator (or the course coordinator regarding a general education transfer request) or academic assistant. Students will be required to provide an unofficial transcript and course outline related to the course in question. Please refer to the Student Academic Calendar of Events for the deadline date by which application must be made for advance standing.

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

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

Disability Services:

If you are a student with a disability (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your professor and/or the Disability Services office. Visit Room E1101 or call Extension 2703 so that support services can be arranged for you.

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*. A professor/instructor may assign a sanction as defined below, or make recommendations to the Academic Chair for disposition of the matter. The professor/instructor may (i) issue a verbal reprimand, (ii) make an assignment of a lower grade with explanation, (iii) require additional academic assignments and issue a lower grade upon completion to the maximum grade “C”, (iv) make an automatic assignment of a failing grade, (v) recommend to the Chair dismissal from the course with the assignment of a failing grade. 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.

Student Portal:

The Sault College portal allows you to view all your student information in one place. **mysaultcollege** gives you personalized access to online resources seven days a week from your home or school computer. Single log-in access allows you to see your personal and financial information, timetable, grades, records of achievement, unofficial transcript, and outstanding obligations, in addition to announcements, news, academic calendar of events, class cancellations, your learning management system (LMS), and much more. Go to <https://my.saultcollege.ca>.

Electronic Devices in the Classroom:

Students who wish to use electronic devices in the classroom will seek permission of the faculty member before proceeding to record instruction. With the exception of issues related to accommodations of disability, the decision to approve or refuse the request is the responsibility of the faculty member. Recorded classroom instruction will be used only for personal use and will not be used for any other purpose. Recorded classroom instruction will be destroyed at the end of the course. To ensure this, the student is required to return all copies of recorded material to the faculty member by the last day of class in the semester. Where the use of an electronic device has been approved, the student agrees that materials recorded are for his/her use only, are not for distribution, and are the sole property of the College.

Electronic devices used to record instruction are not allowed in the classroom with the exception of issues related to accommodations of disability. Formal accommodation documentation must be provided by the student from the Disability Services Department prior to requesting the recording of instruction.

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 Department who will decide if the student will be permitted to return to class.

Students attending this class do so to study Introduction to Management; 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.

Cell Phones must be turned off during class time. If a student does not follow this policy they will be asked to leave the classroom.

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.

Attendance:

Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session. ***It is the departmental policy that once the classroom door has been closed, the learning process has begun. Late arrivers will not be granted admission to the room.***

Students are expected to attend all scheduled classes. Attendance will be taken for each class on a sign in basis.

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.

Tuition Default:

Students who have defaulted on the payment of tuition (tuition has not been paid in full, payments were not deferred or payment plan not honored) will be removed from placement and clinical activities. This may result in loss of mandatory hours or incomplete course work. Sault College will not be responsible for incomplete hours or outcomes that are not achieved or any other academic requirement not met as of the result of tuition default. Students are encouraged to communicate with Financial Services with regard to the status of their tuition prior to this deadline to ensure that their financial status does not interfere with academic progress.

Contact Information:

Email: john.cavaliere@saultcollege.ca

Phone: 759-2554 Ext# 2764

Office: E4610 (Office Hours by appointment)