

COURSE OUTLINE: BCG207 - BUSINESS SIMULATION

Prepared: John Cavaliere

Approved: Sherri Smith, Chair, Natural Environment, Business, Design and Culinary

Course Code: Title	BCG207: BUSINESS SIMULATION			
Program Number: Name	2035: BUSINESS 2109: GLOBAL BUSINESS MGMT			
Department:	BUSINESS/ACCOUNTING PROGRAMS			
Semesters/Terms:	21F, 22W, 22S			
Course Description:	Students will utilize the knowledge relating to business activities gained through the curriculum in the previous three semesters to develop a winning strategy for their respective companies (in a computerized business simulation). Students will co-manage the operations of an Athletic Footwear company competing in a simulated Global Market.			
Total Credits:	4			
Hours/Week:	4			
Total Hours:	60			
Prerequisites:	There are no pre-requisites for this course.			
Corequisites:	There are no co-requisites for this course.			
Substitutes:	OEL1365			
Vocational Learning Outcomes (VLO's) addressed in this course:	2035 - BUSINESS VLO 1 Identify and discuss the impact of global issues on an organization's business opportunities by using an environmental scan.			
Please refer to program web page for a complete listing of program	VLO 2	Apply principles of corporate sustainability, corporate social responsibility and ethics to support an organization's business initiatives.		
outcomes where applicable.	VLO 3	Use current concepts/systems and technologies to support an organization`s business initiatives.		
	VLO 4	VLO 4 Apply basic research skills to support business decision making.		
	VLO 5	3 1 3		
	VLO 6	Perform work in compliance with relevant statutes, regulations and business practices.		
	VLO 7	Explain the role of the human resource function and its impact on an organization.		
	VLO 8	Use accounting and financial principles to support the operations of an organization.		
	VLO 9	Describe and apply marketing and sales concepts used to support the operations of an organization.		
	VLO 10	Outline principles of supply chain management and operations management.		
	VLO 11	11 Outline and assess the components of a business plan.		
	VLO 12	Develop strategies for ongoing personal and professional development to enhance work performance in the business field.		

In response to public health requirements pertaining to the COVID19 pandemic, course delivery and assessment traditionally delivered in-class, may occur remotely either in whole or in part in the 2021-2022 academic year.

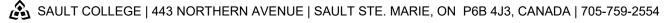


SAULT COLLEGE | 443 NORTHERN AVENUE | SAULT STE. MARIE, ON P6B 4J3, CANADA | 705-759-2554

BCG207: BUSINESS SIMULATION Page 1

Essential Employability Skills (EES) addressed in this course:	EES 2 EES 3 EES 4 EES 5 EES 6 EES 7 EES 8 EES 9 EES 10 EES 11	Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. Respond to written, spoken, or visual messages in a manner that ensures effective communication. Execute mathematical operations accurately. Apply a systematic approach to solve problems. Use a variety of thinking skills to anticipate and solve problems. Locate, select, organize, and document information using appropriate technology and information systems. Analyze, evaluate, and apply relevant information from a variety of sources. Show respect for the diverse opinions, values, belief systems, and contributions of others. Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals. Manage the use of time and other resources to complete projects. Take responsibility for ones own actions, decisions, and consequences.			
Course Evaluation:	Passing Grade: 50%, D A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.				
Books and Required Resources:	Business Strategy Game (Online) by Stapenback Publisher: McGraw Hill Publishers Virtual Online Simulation				
Course Outcomes and Learning Objectives:	Make stra operating business. Course C Understa different f	Dutcome 1 ategic and decisions for a Dutcome 2 and how the functional pieces of sit together.	Learning Objectives for Course Outcome 1 1.1 Establish a plan to co-manage a business. 1.2 Determine how best to establish operating activity to compete in a Global Market. 1.3 Assess changing industry and competitive conditions. 1.4 Diagnose and react to the strategies of competitors. 1.5 Pursue ways to secure a competitive advantage and evaluate different courses of action. 1.6 Chart a strategic course and adjust strategic plans in response to changing conditions. 1.7 Develop contingency plans. 1.8 Understand the principles of debt financing, equity financing and develop strategies that maximize shareholder's return on equity. 1.9 Implement Human Resource strategies to maximize productivity. Learning Objectives for Course Outcome 2 2.1 Discuss how and why decisions made in one area affect outcomes in other areas of a company. 2.2 Identify the key criteria to keeping a company profitable. 2.3 Understand and explain what affects return on equity		

In response to public health requirements pertaining to the COVID19 pandemic, course delivery and assessment traditionally delivered in-class, may occur remotely either in whole or in part in the 2021-2022 academic year.



BCG207 : BUSINESS SIMULATION Page 2

			investment. 2.4 Describe how to increase the market value of a corporation's shares. 2.5 Discuss and implement strategies to maximize shareholder wealth. 2.6 Develop and implement strategies that will result in the corporation attaining a competitive advantage in the market. 2.7 Understand and develop production strategies, supply chain logistics and product distribution strategies.			
	Course Outcome	3	Learning	Objectives for Course Outcome 3		
	Discuss and imple strategies to react forces of global co	to the	3.2 Discustrategies 3.3 Descr global ma 3.4 Devel	op effective competitive global business strategies. ss and simulate the implementation of different companies can pursue in world markets. ribe and react to the challenges of competing in a urket environment. op decisions with regards to exchange rate ns, tariff barriers and production cost differences.		
	Course Outcome	4	Learning Objectives for Course Outcome 4			
	Explain revenue-cost-profit relationships, interpret financial reports, prepare forecasts and analyze operating activity reports.		4.2 Revie accountin 4.3 Asses proactive 4.4 Asses 4.5 Prepa Sheet For 4.6 Under product of	ss the costs and benefits of planning. w and interpret financial operating results, cost g data and operating statistics. ss a company's financial condition and decide what approaches to take. ss and interpret trend analysis data. ure Sales, Production, Income Statement and Balance recasts. rstand the concepts of markups, markdowns, per unit ost, wage costs, overhead costs, distribution costs. op financial and cost management skills.		
				4		
Evaluation Process and	Evaluation Type	Evaluation	on Weight			
Evaluation Process and Grading System:	Evaluation Type Final Exam	Evaluation 20%	on Weight			

Evaluation Type	Evaluation Weight	
Final Exam	20%	
Project Simulation	60%	
Tests	20%	

Date:

July 28, 2021

Addendum:

Please refer to the course outline addendum on the Learning Management System for further information.

In response to public health requirements pertaining to the COVID19 pandemic, course delivery and assessment traditionally delivered in-class, may occur remotely either in whole or in part in the 2021-2022 academic year.



SAULT COLLEGE | 443 NORTHERN AVENUE | SAULT STE. MARIE, ON P6B 4J3, CANADA | 705-759-2554

BCG207: BUSINESS SIMULATION Page 3