COURSE OUTLINE: BCG207 - BUSINESS SIMULATION

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Course Code: Title	BCG207: BUSINESS SIMULATION
Program Number: Name	2035: BUSINESS
Department:	BUSINESS/ACCOUNTING PROGRAMS
Semesters/Terms:	20S
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: **Please refer to program web page for a complete listing of program outcomes where applicable.**	**2035 - BUSINESS** VLO 1 Identify and discuss the impact of global issues on an organization's business opportunities by using an environmental scan. VLO 2 Apply principles of corporate sustainability, corporate social responsibility and ethics to support an organization's business initiatives. VLO 3 Use current concepts/systems and technologies to support an organization`s business initiatives. VLO 4 Apply basic research skills to support business decision making. VLO 5 Support the planning, implementation and monitoring of projects. 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 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.
Essential Employability Skills (EES) addressed in this course:	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective

	communication. EES 3 Execute mathematical operations accurately. EES 4 Apply a systematic approach to solve problems. EES 5 Use a variety of thinking skills to anticipate and solve problems. EES 6 Locate, select, organize, and document information using appropriate technology and information systems. EES 7 Analyze, evaluate, and apply relevant information from a variety of sources. EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others. EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals. EES 10 Manage the use of time and other resources to complete projects. EES 11 Take responsibility for ones own actions, decisions, and consequences.
Course Evaluation:	Passing Grade: 50%, D
Books and Required Resources:	Business Strategy Game (Online) by Stapenback Publisher: McGraw Hill Publishers Virtual Online Simulation
Course Outcomes and Learning Objectives:	

Course Outcome 1	**Learning Objectives for Course Outcome 1**
1. Make strategic and operating decisions for a business.	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. `` 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.
Course Outcome 2	**Learning Objectives for Course Outcome 2**
2. Understand how the different functional pieces of a business fit together.	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 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**
	3. Discuss and implement strategies to react to the forces of global competition.	3.1 Develop effective competitive global business strategies. 3.2 Discuss and simulate the implementation of different strategies companies can pursue in world markets. 3.3 Describe and react to the challenges of competing in a global market environment. 3.4 Develop decisions with regards to exchange rate fluctuations, tariff barriers and production cost differences.
	Course Outcome 4	**Learning Objectives for Course Outcome 4**
	4. Explain revenue-cost-profit relationships, interpret financial reports, prepare forecasts and analyze operating activity reports.	4.1 Discuss the costs and benefits of planning. 4.2 Review and interpret financial operating results, cost accounting data and operating statistics. 4.3 Assess a company` s financial condition and decide what proactive approaches to take. 4.4 Assess and interpret trend analysis data. 4.5 Prepare Sales, Production, Income Statement and Balance Sheet Forecasts. 4.6 Understand the concepts of markups, markdowns, per unit product cost, wage costs, overhead costs, distribution costs. 4.7 Develop financial and cost management skills.

Evaluation Process and Grading System:

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

Date: April 30, 2020

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