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

COURSE OUTLINE

BCG207

Prepared: John Cavaliere   Approved: Sherri Smith

Course Code: Title	BCG207: BUSINESS SIMULATION
Program Number: Name	2035: BUSINESS
Department:	BUSINESS/ACCOUNTING PROGRAMS
Semester/Term:	18W
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
Vocational Learning Outcomes (VLO's): **Please refer to program web page for a complete listing of program outcomes where applicable.**	#1. Identify and discuss the impact of global issues on an organization's business opportunities by using an environmental scan. #2. Apply principles of corporate sustainability, corporate social responsibility and ethics to support an organization's business initiatives. #3. Use current concepts/systems and technologies to support an organization`s business initiatives. #4. Apply basic research skills to support business decision making. #5. Support the planning, implementation and monitoring of projects. #6. Perform work in compliance with relevant statutes, regulations and business practices. #7. Explain the role of the human resource function and its impact on an organization. #8. Use accounting and financial principles to support the operations of an organization. #9. Describe and apply marketing and sales concepts used to support the operations of an organization. #10. Outline principles of supply chain management and operations management. #11. Outline and assess the components of a business plan. #12. Develop strategies for ongoing personal and professional development to enhance work performance in the business field.
Essential Employability Skills (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. #2. Respond to written, spoken, or visual messages in a manner that ensures effective communication.

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#3. Execute mathematical operations accurately.
#4. Apply a systematic approach to solve problems.
#5. Use a variety of thinking skills to anticipate and solve problems.
#6. Locate, select, organize, and document information using appropriate technology and information systems.
#7. Analyze, evaluate, and apply relevant information from a variety of sources.
#8. Show respect for the diverse opinions, values, belief systems, and contributions of others.
#9. Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
#10. Manage the use of time and other resources to complete projects.
#11. Take responsibility for ones own actions, decisions, and consequences.

Course Evaluation:

Passing Grade: 50%, D

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Final Exam	25%
Project Simulation	50%
Tests	25%

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.

Make strategic and operating decisions for a business.

Learning Objectives 1.

- 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.

Course Outcome 2.

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

Learning Objectives 2.

- 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.

Course Outcome 3.

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

Learning Objectives 3.

- 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.

Course Outcome 4.

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Explain revenue-cost-profit relationships, interpret financial reports, prepare forecasts and analyze operating activity reports.

Learning Objectives 4.

- 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.

Date:	Thursday, August 31, 2017
	Please refer to the course outline addendum on the Learning Management System for further information.