

SAULT COLLEGE  
of Applied Arts and Technology  
Sault Ste. Marie

COURSE OUTLINE

MANAGEMENT SIMULATION III

BUS 320-2

revised

~~September 1979~~

*Revised  
Sept. 1980*

MANAGEMENT SIMULATION III  
BUS 320-2

TEXT: Participant's guide and workbook - INTRODUCTORY BUSINESS MANAGEMENT SIMULATION  
-M. Archer and C. D;A. Dakin (McGraw-Hill - Ryerson Ltd.)

REFERENCES:

Financial Post  
Business Week  
Canadian Business  
Dun's Review  
Harvard Business Review

} All available in library

OBJECTIVES:

To sample real life competitive business situations in a controlled and non threatening environment. We will attempt to keep aware of contemporary and controversial concepts and management techniques in current periodicals.

STUDENT GOALS:

To tie together the functions of management, marketing, finance, accounting, production & control.

To explore the relationship between a firm and the consumer, competitors, economic environment, political climate and its employees.

METHOD:

The IBM's game will form the nucleus of the course. The game will be supplemented by selected cases and readings (hand outs). The emphasis will be in analysis participation and decision making rather than results.

EVALUATION:

Students will be evaluated primarily on a basis of classroom participation in the business game and case discussions. Attendance/involvement is therefore essential. There will also be a short test and a project. Approximately one period per week will be devoted to the game. You will not be graded directly on the success or failure of your company but on your ability to make good rational decisions in a changing environment.

Participation 60%

Oral  
Communication  
Skills

- presentation (make sure you are included)
- awareness of case
- awareness of inter-relationship of decisions
- ability to make decisions
- ability to defend decisions
- ability to work as a group
- seminar concept

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EVALUATION cont'd.

Tests 20%

thinking & recall -one or more short tests on theory  
-you will be notified about all tests

Project 20% DUE November 9, 1979

Explain the extent to which the decisions made by any particular department affect other departments, the company as a whole and the marketplace.

As a guide

Organizational  
Skills

- about 500 words
- typing is not necessary but preferable
- double space if handwritten
- organization and presentation are important
- graphs or charts might help
- due November 9, 1979
- use titles page 37-38 text as a guide