

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



COURSE OUTLINE

COURSE TITLE: Small Business Simulation
CODE NO. : BUS232 **SEMESTER:** 14W
PROGRAM: Business 2035/2102
AUTHOR: J. Cavaliere BBA, MBA
DATE: 01Jan-14 **PREVIOUS OUTLINE** Jan-13
APPROVED: "Colin Kirkwood" Nov 25/13

DEAN **DATE**

TOTAL CREDITS: 4
PREREQUISITE(S): First three semesters of Business Diploma Program
HOURS/WEEK: 4

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For additional information, please contact Colin Kirkwood, Dean
School of Natural Environment/Outdoor Studies, Technology & Business
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I. 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.

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

V. 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) (15% of grade)
- Company: (10 competition rounds @ 5% each) (50% of grade)
Performance

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.**

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 – 100%	4.00
A	80 – 89%	3.00
B	70 - 79%	2.00
C	60 - 69%	1.00
D	50 – 59%	0.00
F (Fail)	49% and below	
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:

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

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.

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.

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.

Students are expected to attend all scheduled classes. Attendance will be taken for each class on a sign in basis. In all cases, attendance of less than 80% of the scheduled classes (24, 2 hour classes) will result in a zero grade for the attendance/co-manager portion of the course evaluation. This course simulates co-managing a global business. In the real world, if you do not show up to work to fulfill your duties and responsibilities, you are terminated.

Return of Students' Tests, Exams and Assignments:

Tests and assignments 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 or assignment at the professor's office within two weeks of that class. Tests and assignments not picked up within the two weeks will be discarded. End of semester tests and assignments will be held for two weeks following the end of the semester. If they have not been picked up within that two-week period, they will be discarded.

Students are required to retain their tests and assignments 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 test/assignment in question, the professor's recorded mark will stand.

Contact Information:

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VII. COURSE OUTLINE ADDENDUM :

The provisions contained in the addendum located on the portal form part of this course outline.