



COURSE OUTLINE: BCG207 - BUSINESS SIMULATION

Prepared: John Cavaliere

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

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| Course Code: Title | BCG207: BUSINESS SIMULATION |
| Program Number: Name | 2035: BUSINESS |
| Department: | BUSINESS/ACCOUNTING PROGRAMS |
| Semesters/Terms: | 21W, 21S |
| 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 |
| Please refer to program web page for a complete listing of program outcomes where applicable. | 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 | EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form |

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 2020-2021 academic year.



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Skills (EES) addressed in this course:

- 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

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:

| Course Outcome 1 | Learning Objectives for Course Outcome 1 |
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| 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. |

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| | <p>2.4 Describe how to increase the market value of a corporation's shares.</p> <p>2.5 Discuss and implement strategies to maximize shareholder wealth.</p> <p>2.6 Develop and implement strategies that will result in the corporation attaining a competitive advantage in the market.</p> <p>2.7 Understand and develop production strategies, supply chain logistics and product distribution strategies.</p> |
| Course Outcome 3 | Learning Objectives for Course Outcome 3 |
| 3. Discuss and implement strategies to react to the forces of global competition. | <p>3.1 Develop effective competitive global business strategies.</p> <p>3.2 Discuss and simulate the implementation of different strategies companies can pursue in world markets.</p> <p>3.3 Describe and react to the challenges of competing in a global market environment.</p> <p>3.4 Develop decisions with regards to exchange rate fluctuations, tariff barriers and production cost differences.</p> |
| 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. | <p>4.1 Discuss the costs and benefits of planning.</p> <p>4.2 Review and interpret financial operating results, cost accounting data and operating statistics.</p> <p>4.3 Assess a company's financial condition and decide what proactive approaches to take.</p> <p>4.4 Assess and interpret trend analysis data.</p> <p>4.5 Prepare Sales, Production, Income Statement and Balance Sheet Forecasts.</p> <p>4.6 Understand the concepts of markups, markdowns, per unit product cost, wage costs, overhead costs, distribution costs.</p> <p>4.7 Develop financial and cost management skills.</p> |

Evaluation Process and Grading System:

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

Date:

June 17, 2020

Addendum:

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

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