

I. COURSE DESCRIPTION:

A computerized business simulation is completed to practise the concepts of business management. The simulation utilizes marketing, financial, human resource and production concepts.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1. **Examine balance sheet and income statement and evaluate the company's present position**

Potential Elements of the Performance:

Compute and analyze financial ratios

Apply the balance sheet and income statement ratios and concepts to evaluate the past performance of the company.

Evaluate the present liquidity, solvency, and profitability of the company.

2. **Develop a five year strategic plan for the company.**

Potential Elements of the Performance:

Prepare mission/goals/objectives for the next five year period

Formulate long range sales forecasts

Formulate long range production requirements

Determine production facilities that will be needed

Determine loans, bonds and share offerings for the immediate and future periods

3. **Design a marketing programme for the company.**

Potential Elements of the Performance:

Utilize the total marketing concept in terms of target markets and marketing mix.

Determine primary and secondary market research data needed for forecasting

Select the target markets for your marketing plan

Choose the best marketing mix (4-P's).

Determine break-even sales

Complete a first quarter sales budget

4. Design a production program for the company**Potential Elements of the Performance:**

Evaluate the present inventory strategy in terms of size, cost and flexibility

Prepare inventory controls

Institute professional purchasing guidelines

Assess the costs of failures and the cost of good quality to the firm

Prepare a production schedule for each quarter

5. Propose a human resource strategy for the company**Potential Elements of the Performance**

Analyze effects of people decisions on moral and production efficiency

Establish management and employee ratios

Establish benefit programs and costs

Set management and employee pay rates

6. **Evaluate the relationship between specific management decisions to determine the effects on the total operations.**

Potential Elements of the Performance

Calculate changes in the financial statements from all management decisions each quarter.

Demonstrate the effects of a change in marketing strategy

Examine the effects of a change in human resources policies

Scrutinize the effects of production decisions

Examine the costs of various types of financing

7. **Demonstrate by means of regular attendance, punctuality, respect for fellow students as well as equipment, a willingness to assume the responsibility of employment.**

Potential Elements of the Performance

Be present for all scheduled classes

Be present in the lab or classroom within 5 minutes of the scheduled starting time

Be present for the taking of attendance

Provide a satisfactory reason for leaving the class early

Provide a reasonable excuse to the professor for being absent from the class

Provide a written statement to the professor explaining the reason(s) for being absent on assignment due dates or the date of a scheduled class test.

Demonstrate behavior that does not interfere with or obstruct the over-all learning environment.

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Actively participate in all course assignments and projects.

Operate any and all lab/classroom equipment according to guidelines prescribed by the college and/or professor

III. TOPICS:

1. Accounting up to the preparation of financial statements
2. Financing of a business including loans, bonds and capital stock
3. Business Marketing.
4. Sales forecasting
5. Human resources in a business environment
6. Production/operations referencing inventory control, purchasing, budgeting

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

TEXT: The Business Strategy Game
 A. Thompson & G. Stappenbeck
 Richard D. Irwin
 ISBN: 0-07-000907-4
 Book comes with computer diskettes

2 - 3.5 HD blank computer diskettes

V. EVALUATION PROCESS/GRADING SYSTEM:

The following semester grades will be assigned to students in postsecondary courses:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 - 100%	4.00
A	80 - 89%	3.75
B	70 - 79%	3.00

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C	60 - 69%	2.00
R (Repeat)	59% or below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field placement or non-graded subject areas.	
X	A temporary grade. This is used in limited situations with extenuating circumstances giving a student additional time to complete the requirements for a course (see <i>Policies & Procedures Manual - Deferred Grades and Make-up</i>).	
NR	Grade not reported to Registrar's office. This is used to facilitate transcript preparation when, for extenuating circumstances, it has been impossible for the faculty member to report grades.	

Students will be evaluated on one written test..25%

Successful completion of the business simulation, including business simulation assignments..65%

10% is given for the completion of OUTCOME 7. Attendance is very important as no one textbook is suitable for the course, and most material is delivered in the classroom

VI. SPECIAL NOTES:

Special Needs:

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with the instructor and/or contact the Special Needs office, Room E1204, Extension 493, 717, or 491 so that support services can be arranged for you.

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Retention of course outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

Disclaimer for meeting the needs of learners:

The Professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Substitute course information is available in the Registrar's office.

VII. PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advanced credit in the course should consult the instructor. Credit for prior learning will be given upon successful completion of the course outcomes.