

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

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|--|-----------|--|----|---------------------|----|-----------------------------|--|--|--|------------------------------|--|----------------------|--|--------------------|-----------|---|--|
| Course Code and Number: BUS 405 | | Number of Credits: 3 Course credit policy (105) | | | | | | | | | | | | | | | |
| Course Full Title: Business Management Simulation Course Short Title: Bus Management Simulation | | | | | | | | | | | | | | | | | |
| Faculty: Faculty of Professional Studies | | Department (or program if no department): School of Business | | | | | | | | | | | | | | | |
| Calendar Description: This course together with BUS 403 form a capstone that enables students to understand the process of formulating a business strategy with a global perspective and putting it into practice through participating in a business management simulation. Students take on the role of a practicing manager charged with running a company. | | | | | | | | | | | | | | | | | |
| Prerequisites (or NONE): | | Admission to the Bachelor of Business Administration degree or Bachelor of Business Administration (Aviation) degree. | | | | | | | | | | | | | | | |
| Corequisites (if applicable, or NONE): | | None | | | | | | | | | | | | | | | |
| Pre/corequisites (if applicable, or NONE): | | BUS 403. | | | | | | | | | | | | | | | |
| Antirequisite Courses <i>(Cannot be taken for additional credit.)</i> Former course code/number: Cross-listed with: Dual-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i> | | Special Topics <i>(Double-click on boxes to select.)</i> This course is offered with different topics: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes <i>(If yes, topic will be recorded when offered.)</i> | | | | | | | | | | | | | | | |
| | | Independent Study If offered as an Independent Study course, this course may be repeated for further credit: <i>(If yes, topic will be recorded.)</i> <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit | | | | | | | | | | | | | | | |
| Typical Structure of Instructional Hours <table border="1"> <tr> <td>Lecture/seminar hours</td> <td>10</td> </tr> <tr> <td>Tutorials/workshops</td> <td>35</td> </tr> <tr> <td>Supervised laboratory hours</td> <td></td> </tr> <tr> <td>Experiential (field experience, practicum, internship, etc.)</td> <td></td> </tr> <tr> <td>Supervised online activities</td> <td></td> </tr> <tr> <td>Other contact hours:</td> <td></td> </tr> <tr> <td>Total hours</td> <td>45</td> </tr> </table> | | Lecture/seminar hours | 10 | Tutorials/workshops | 35 | Supervised laboratory hours | | Experiential (field experience, practicum, internship, etc.) | | Supervised online activities | | Other contact hours: | | Total hours | 45 | Transfer Credit Transfer credit already exists: <i>(See bctransferguide.ca.)</i> <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes Submit outline for (re)articulation: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes <i>(If yes, fill in transfer credit form.)</i> | |
| Lecture/seminar hours | 10 | | | | | | | | | | | | | | | | |
| Tutorials/workshops | 35 | | | | | | | | | | | | | | | | |
| Supervised laboratory hours | | | | | | | | | | | | | | | | | |
| Experiential (field experience, practicum, internship, etc.) | | | | | | | | | | | | | | | | | |
| Supervised online activities | | | | | | | | | | | | | | | | | |
| Other contact hours: | | | | | | | | | | | | | | | | | |
| Total hours | 45 | | | | | | | | | | | | | | | | |
| | | Grading System <input checked="" type="checkbox"/> Letter Grades <input type="checkbox"/> Credit/No Credit | | | | | | | | | | | | | | | |
| | | Maximum enrolment (for information only): 25 Expected Frequency of Course Offerings: Every semester | | | | | | | | | | | | | | | |
| Department / Program Head or Director: Dr. Frank Ulbrich | | Date approved: May 21, 2019 | | | | | | | | | | | | | | | |
| Faculty Council approval | | Date approved: November 8, 2019 | | | | | | | | | | | | | | | |
| Dean/Associate VP: Dr. Tracy Ryder Glass | | Date approved: November 8, 2019 | | | | | | | | | | | | | | | |
| Campus-Wide Consultation (CWC) | | Date of posting: January 10, 2020 | | | | | | | | | | | | | | | |
| Undergraduate Education Committee (UEC) approval | | Date of meeting: February 28, 2020 | | | | | | | | | | | | | | | |

Labs to be scheduled independent of lecture hours: ☒ No ☐ Yes

Learning Outcomes:

Upon successful completion of this course, students will be able to:

- LO1. Solve complex, poorly-defined problems in an environment characterized by a high degree of uncertainty.
 LO2. Conduct a comprehensive situation assessment to identify strategic issues facing a global enterprise.
 LO3. Demonstrate the ability to prepare and present a comprehensive industry analysis to a simulated group of industry stakeholders.
 LO4. Formulate a business strategy with a global perspective for a complex company operation in a strategy simulation.
 LO5. Execute a business strategy with a global perspective by running a simulated company in a highly competitive environment.
 LO6. Demonstrate the ability to effectively present a company's annual financial and operating results at a simulated Board of Directors meeting.
 LO7. Demonstrate the ability to present a company's three year financial and operating performance versus the company's strategic plan and related investor expectations to a group of shareholders at a simulated Annual General Meeting.
 LO8. Demonstrate stronger collaboration and teamwork skills as a result of having to make difficult decisions under stressful conditions.

Prior Learning Assessment and Recognition (PLAR)

☐ Yes ☒ No, PLAR cannot be awarded for this course because BUS 405 is a capstone course

Typical Instructional Methods

Lectures, discussions, presentations, and computerized business simulation.

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Text(s) and Resource Materials (If more space is required, download Supplemental Texts and Resource Materials form.)

| Author (surname, initials) | Title (article, book, journal, etc.) | Current ed. | Publisher | Year |
|----------------------------|--------------------------------------|-------------------------------------|-----------|------|
| 1. | | <input checked="" type="checkbox"/> | | |
| 2. | | <input type="checkbox"/> | | |

Required Additional Supplies and Materials (Software, hardware, tools, specialized clothing, etc.)

The Business Strategy Game software.

Notice regarding cloud-based services: In this course, students are required to use an online strategy game, "The Business Strategy Game" (BSG). During the account creation process, BSG will collect students' names and other identifying information, including financial information used to subscribe to the simulation. By using BSG, students are consenting to the storage of this information in the United States. After account creation and upon request, BSG will suppress and/or delete students' names and emails from the system, and students may choose to use a pseudonym. Students who choose not to provide this consent should see the instructor to make alternate arrangements.

Typical Evaluation Methods and Weighting

| | | | | | | | |
|-------------------|-----|------------------|-----|-------------------|-----|------------|------|
| Final exam: | 25% | Presentations | 10% | Field experience: | % | Portfolio: | % |
| Quizzes: | 5% | Article review | 5% | Practicum: | % | | |
| Peer evaluations: | 5% | Strategic plans: | 10% | Simulation: | 40% | Total: | 100% |

Typical Course Content and Topics

Module One: Review of the strategic management process and simulation introduction

- Review the strategic management process and its relation to the company simulation
- Introduction to the business simulation
- Practice running the business simulation.
- Detailed discussion of company operating and financial reports for each practice session.
- Use a balanced score card to evaluate a company's strategic performance.
- Using scenario development to identify and assess potential corporate and business strategies.

Module Two: Develop the company's strategic plan(s) and then execute the plan.

- Preparation of the company's strategic plans (2 times)
- A formal weekly presentation and discussion of company profiles, industry and competitive conditions by selected "analysts".
- Weekly In-class individual company meetings with a consultant (faculty member) to discuss strategies and issues.
- Weekly analysis and decision making in teams to successfully run their simulated company.
- Meetings with the company's Board of Directors (2 times) to review company performance against strategic plan targets.
- Presentation of the company's operating and financial performance to shareholders at the Annual General Meeting.
- Weekly article review discussions on selected topics in global strategy

Quizzes, Final exam (LO 1 – 4)

Article review (LO 2,4)

Presentations (LO 6 - 7)

Strategic plan development (LO 1 – 4)

Simulation performance and peer evaluations (LO 5, 8 - 10)