Business Administration

Course Number:	**BUAD 272**
Course Title:	**BUSINESS SIMULATION**
Credits:	3
Calendar Description:	In this course the student will experience the decisions and interactions a manager in a typical business would face. Through the use of computer simulation, the student will work with other students as a member of a business team. Each team will make the necessary decisions to enable their business to prosper under changing competitive situations.
Semester and Year:	**WINTER 2023**
Prerequisite(s):	BUAD 111, 116, 123, 128, 195
Corequisite(s):	BUAD 264
Prerequisite to:	BUAD 308
Final Exam:	No
Hours per week:	4
Graduation Requirement:	BBA and Diploma - Required
Substitutable Courses:	No
Transfer Credit:	PMAC
Special Notes:	Students with credit for HOSP 272 cannot take BUAD 272 for further credit.
Originally Developed:	1978
EDCO Approval:	April 2007
Chair's Approval:	Dori Rubadeau

Professors

Name	Phone number	Office	Email
Michael Orwick ***Course Captain***	**250-762-5445 Ext. 4683**	**K: E226**	**morwick@okanagan.bc.ca**
Dustin Gumpinger	Email	K: C240C	dgumpinger@okanagan.bc.ca
Brad Steinbart	250-762-5445 Ext. 4915	V: C335	bsteinbart@okanagan.bc.ca

Learning Outcomes

Upon completion of this course, students will be able to

- demonstrate personal, interpersonal, and group skills necessary to effectively operate a company in a business environment.
- prepare high-quality written and oral presentations that defend company strategies and forecast company performance.
- demonstrate the ability to set goals, implement plans, and measure results.
- examine the link between accounting data and strategic planning.
- evaluate company performance, weaknesses, and threats for both the short- and long-term profitability of the business.
- implement strategic objectives that align marketing, production, human resources, and finance departments in a business environment.
- align all functional elements of a business to contribute to a company's overall strategic objectives.

Course Objectives

This course will cover the following content:

- Setting corporate and departmental goals that align with the corporate mission statement
- Creating action plans to accomplish corporate goals and measure their effectiveness
- Making marketing decisions such as pricing, promotion, product design, and distribution
- Making finance decisions such as borrowing, issuing stocks and bonds, controlling debt load, and paying dividends
- Making human resource decisions such as hiring, firing, training, retaining staff, and handling turnover
- Making production decisions such as automating, planning and purchasing capacity, scheduling, and controlling long-term assets
- Creating and presenting professional strategic plans in both written and oral form
- Presenting one-on-one performance reports in oral form

Evaluation Procedure

Students must achieve a **pass mark on <u>both</u> the individual portion and team portion** to pass the course.

Assuming a student passes both the individual and team portions, the **<u>final grade</u>** for a student will be weighted based on 50% individually marked components and 50% team marked components.

Individually Marked Components	
Quizzes & Assignments	10%
Strategic Report – Individual Section	20%
Individual Sim Footrace	5%
Individual Presentation - Practice	5%
Individual Presentation - Competition	10%
TOTAL FOR INDIVIDUAL MARKS	50%
Team Marked Components	
Strategic Report – Team Section	10%
Team Presentation – Practice	5%
Team Simulation – Practice Run	10%
Team Presentation- Competition round	10%
Team Simulation – Competition round	15%
TOTAL FOR TEAM MARKS	50%
Total	100%

Notes

- All team points are subject to a peer evaluation.
- The professor, in consultation with team members, assigns the peer evaluation component.
- Your team mark will be a factor of raw team grade multiplied by your peer evaluation percentage (e.g., 80% Team Mark x 80% Peer Evaluation = 64% Final Team Mark).

Students commencing their program after September 2003:
Three (3) credits of integrative course work are required for the Bachelor of Business Administration and the Business Administration diploma. The integrative course requirement can be met by taking either BUAD 272 Policy Simulation or BUAD 293 Entrepreneurship.

Required Texts/Resources

Capstone Business Simulation (One license required per student and available via the internet at approximately $65 US each)

Course Schedule

Date		Topic	Textbook
2023 Week of		Monday January 9th, First day of class Monday February 20th, Statutory Holiday (no classes) February 21st thru 24th, Mid-semester study break (no classes) Friday April 7th and Monday April 10th, Statutory Holidays (no classes) Friday April 14th, Last day of class	
Jan			
Apr			

The schedule for this course is quite detailed. The course schedule is provided in a separate document.

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student "conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC", as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?

"Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination."

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?

Plagiarism is defined as "the presentation of another person's work or ideas without proper or complete acknowledgement." It is the serious academic offence of reproducing someone else's work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

"Intentional plagiarism is the deliberate presentation of another's work or ideas as one's own." Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

"Unintentional plagiarism is the inadvertent presentation of another's work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit."

What are the Students' Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format www.okanagan.bc.ca. Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors' name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

"Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication "*Plagiarism Avoided; Taking Responsibility for your Work".* This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 7th edition (2019). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.