

# 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: **W**

**Professors**

<b>Name</b>	<b>Phone number</b>	<b>Office</b>	<b>Email</b>
<b>Michael Orwick</b> <i>Course Captain</i>	250-762-5445 ext. 4683	K: E226	<a href="mailto:morwick@okanagan.bc.ca">morwick@okanagan.bc.ca</a>
Nakita Edwards	250-762-5445 Ext.	K	nedwards@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.
-

**Evaluation Procedure**

Individual Marks:	
Quizzes & Assignments	15%
Written Report	20%
Practice Simulation Round 1	5%
Policy Day Individual Interview	5%
Team Marks:	
Written Report	10%
Full Simulation Round 2	20%
Practice Presentation Round 2	5%
Policy Day Presentation	10%
Policy Day Simulation Round 3	10%
Total	100%

**Notes**

- All team points are subject to a peer evaluation.
- The professor, in consultation with team members, assigns the peer evaluation component.
- As a team member, did you perform your team functions as expected, go beyond what was required, or did you require the team to make up for your shortfalls?
- 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).

will be based upon both their individual performance as well as the performance of their team in the simulation. Students must achieve a **pass mark on both individual performance and team performance** to pass the course.

Students commencing their program after September 2003:

**Course Schedule**

