

Business Administration

Course Number: **BUAD 272**

Course Title: **BUSINESS SIMULATION**



Professors

Name	Phone number	Office	Email
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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 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

Evaluation Procedure

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

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

Individually Marked Components	
Quizzes & Assignments	15%
Simulation Preparation	

Course Schedule

		Wednesday, January 5 - Classes Start
		Monday, February 21 - Statutory Holiday (no classes)
		Tuesday, February 22 Friday, February 25 Mid-semester study break (no classes)
		Friday, April 8 Last Day of Regular Classes
		Friday, April 15 Monday, April 18
2022		
Week of		
Jan		

