

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		

