

**COURSE CODE:** BUAD 272

**COURSE TITLE:** Business Simulation

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### **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.

**Prerequisite(s):** BUAD 111, 116, 123, 128, 195

**Co-requisite(s):** BUAD 264

**Prerequisite For:** BUAD 308, 334

**Substitutable Courses:** None

**Graduation Requirement:** BBA and Diploma - Required

**Transfer Credit:** PMAC

**Special Notes:** Students with credit for HOSP 272 cannot take BUAD 272 for further credit

**Credits:** 3

**Hours per Week:** 4

**Originally Developed:** 1978

**EDCO Approval:** April 2007

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**CHAIR'S APPROVAL:** 

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## Learning Outcomes

- Outcome Upon completion of this course students will be able to:
- 1 **Demonstrate** personal, interpersonal, and group skills necessary to effectively operate a company in a business environment.
  - 2 **Prepare** high-quality written and oral presentations that defend company strategies and forecast company performance.
  - 3 **Demonstrate** the ability to set goals, implement plans, and measure results.
  - 4 **Examine** the link between accounting data and strategic planning.
  - 5 **Evaluate** company performance, weaknesses, and threats for both the short- and long-term profitability of the business.
  - 6 **Implement** strategic objectives that align marketing, production, human resources, and finance departments in a business environment.
  - 7 **Align** all functional elements of a business to contribute to a company's overall strategic objectives.

## Course Objectives

- Objectives This course will cover the following content:
- 1 Setting corporate and departmental goals that align with the corporate mission statement
  - 2 Creating action plans to accomplish corporate goals and measure their effectiveness
  - 3 Making marketing decisions such as pricing, promotion, product design, and distribution
  - 4 Making finance decisions such as borrowing, issuing stocks and bonds, controlling debt load, and paying dividends
  - 5 Making human resource decisions such as hiring, firing, training, retaining staff, and handling turnover
  - 6 Making production decisions such as automating, planning and purchasing capacity, scheduling, and controlling long-term assets
  - 7 Creating and presenting professional strategic plans in both written and oral form

## Professors

Name	Phone Number	Office	Email
Daniel Allen	6365	B216H	<a href="mailto:dallen@okanagan.bc.ca">dallen@okanagan.bc.ca</a>
Michael Gilmore	TBD	TBD	<a href="mailto:mgilmore@okanagan.bc.ca">mgilmore@okanagan.bc.ca</a>
Brad Steinbart	4915	V C335	<a href="mailto:bsteinbart@okanagan.bc.ca">bsteinbart@okanagan.bc.ca</a>

## Evaluation Procedure

### Individually Marked Components

Quizzes	10 %
Strategic Report – Individual Assignment	20 %
Individual Simulation – Footrace	5 %
Individual Interviews/Presentations/Question Period	10 %
<b>Total for Individual marks</b>	<b>45 %</b>

### Team Marked Components

Strategic Report – Team Assignments	25 %
Team Presentation	10 %
Team Simulation – Practice Run	10 %
Team Simulation – Competition Round	10 %
<b>Total for Team Marks</b>	<b>55 %</b>
<b>Total</b>	<b>100 %</b>

## Generative AI tools are not permitted in any case

The use of generative AI tools, including ChatGPT and other similar tools, to complete or support the completion of any form of assignment or assessment in this course is not allowed. Use of these tools is considered cheating through the use of unauthorized aids (see Academic Integrity Policy section 6.1) and would be considered academic misconduct and have serious consequences, including but not limited to, a grade of zero on the assignment or assessment or a grade of zero in the course.

## Required Materials

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

## Notes

Students must pass both the individual AND the team portions to pass the course.

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 Business Simulation or BUAD 293 Entrepreneurship.

## Course Schedule

(Subject to change at the discretion of the professor)

Date	Topic	Textbook
2026 Week of:	Mon, Jan 5 - Classes begin Fri, Jan 16 - Last day to register for a course and to receive a refund for course drop <b>Mon, Feb 16 - Statutory Holiday (no classes)</b> <b>Tue, Feb 17 - Fri, Feb 20 - Mid-semester study break (no classes)</b> Fri, Mar 6 - Last day to withdraw from a course without academic penalty <b>Fri, Apr 3 &amp; Mon, Apr 6 - Statutory Holiday (no classes)</b> Fri, Apr 10 - Last day of regularly scheduled classes <b>Mon, Apr 13 - Wed, Apr 22 - Final exam period – see <a href="#">policy</a>.</b>	Chapter(s):
1		
2		
3		
4	The schedule for this course is quite detailed. It will not fit in this table. It is provided in a separate document.	
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## Skills Across the Business Curriculum

The 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

### 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.

**Academic Honesty:** Students have a responsibility to read the [OC Academic Integrity Policy](#).

### 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 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 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, 6<sup>th</sup> edition (2009)). A copy of the APA manual is available in the reference section and 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 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.