

# MGT. 501 BUSINESS SIMULATION SYLLABUS

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**TELEPHONE:** 903-223-3019  
**COURSE TIMES:** ACROSS THE WEB  
**COURSE NUMBER:** MGT. 501  
**CATALOG DESCRIPTION:** COURSE INTEGRATES SPECIAL AREAS OF BUSINESS ADMINISTRATION AS STUDENTS, IN A DYNAMIC ENVIRONMENT, ANALYZE DATA and MAKE DECISIONS BY FOCUSING ON COMPETITIVE STRATEGY IN A GLOBAL MARKET ARENA. STUDENTS ARE IMMERSSED IN DYNAMIC DATA, USING COMPUTER PROCESSED MANAGEMENT SIMULATION, TO DEMONSTRATE THE APPLICATION OF THEORY IN THE IDENTIFICATION AND SOLUTION OF OPERATIONAL AND STRATEGIC BUSINESS issues.  
**PREREQUISITES:** PREREQUISITES: NONE  
**TEXTBOOK:** GLO-BUS: DEVELOPING WINNING COMPETITIVE STRATEGIES, Thompson, Arthur A., Stappenbeck, Gregory J., and Reidenbach, Mark A., McGraw-Hill Irwin, Boston, 2011. Text may be purchased on-line at <http://www.glo-bus.com/>

## NATURE AND OBJECTIVES OF THE COURSE

A basic objective of this course is to integrate the specialized areas of business administration by requiring the student to analyze and make strategical and operational decisions in the environment of a computer processed management simulation. Students will be placed in management teams and each management team will run their own company. The various companies will compete in an industry. Each company's management will be responsible for exercising all management, marketing and financing functions as well as making all decisions required in the "running of a business" which will impact the company's performance in the manufacturing and sale of consumer related products in a global environment.

A second objective is to interject the use of the computer in decision analysis, whenever possible, by having the student use the computer to work out business problems.

A third objective is to provide an environment in which the student can gain experience in working and perhaps contending with third party groups whose interest may not parallel those of business. Such groups might include:

Bankers	Management Consultants
Stockbrokers	Politicians
Real Estate Brokers	Lawyers
Union Presidents	Accountants
Boards of Directors	Suppliers
Government Officials	Others, as yet unnamed

### **Graduate Degree Program Goals**

Graduate students can access graduate degree program goals at: [www.tamut.edu/cob](http://www.tamut.edu/cob).

### **ACTIVITIES**

Students will be placed in management teams and each management team will run their own company. The various companies will compete in an industry. Each company's management will be responsible for all of the decisions made, or not made, which will impact the company's performance in the manufacture and sale of consumer related products.

### **EVALUATION AND GRADE DETERMINATION**

Each company's performance and relative competitive position will be measured using the following parameters:

- Sales Income after Taxes
- Earnings per share
- Return on Assets
- Return on Sales
- Return on Equity
- Stock Price

Parameter weighting will be announced at the beginning of the semester as weights may vary from semester to semester.

Annual and Game-to-date Company performance data as well as relative industry data will be provided annually and later in the game, Yearly. A company's relative industry ranking at the end of the simulation based on the above parameters will be largely determinative of the team and individual student grade.

Each team is required to maintain a business diary/journal (in Microsoft Word format and submitted as one file at the end of the semester) that will detail for yearly plans and each Year's decisions: (1) the major decisions being made, (2) the expected or hoped for results, and (3) and evaluation of the causes of the success or failure of the decision(s).

The diary/journal serves two primary purposes. One purpose is to cause the team to engage in strategical and operational planning and control. Another purpose of the diary/journal is to allow the instructor to evaluate the recovery process (planning and decision quality after the occurrence of a disaster) of a team who has made an earlier disastrous decision(s) which destroys their industry ranking. The lower the ranking the more comprehensive and detailed the diary!

Students will be evaluated on their team's relative competitive performance (80%) and the comprehensiveness of their team's business diary (10%) and the subjective evaluation of their written term project (10%):

Team's Relative Game Performance	80 percent
Team's Business Journal	10 percent
Term Project	10 percent

Term projects will be negotiated with the instructor and at a minimum will result in a written report evidencing further reading and understanding in the general area of business strategy. The List of References for the term project must contain at least six (6) citations from professional and/or academic journals.

## COURSE ETHICS

You are expected to do your own work in this course and not to give or receive any unauthorized aid or assistance. No aid, human or otherwise, is permitted in taking the online quizzes and in the preparation of any research assignment. (This includes data collection, organization and the writing of the paper. You may however receive editing assistance on the paper should you desire. Remember that editing is not the writing of the paper. Papers written by someone other than you and/or internet copies are expressly prohibited). TAMU-T utilizes the services of TURNINIT.COM to assist in the prevention of plagiarism. You should review the definition of plagiarism found at [http://www.turnitin.com/research\\_site/e\\_what\\_is\\_plagiarism.html](http://www.turnitin.com/research_site/e_what_is_plagiarism.html) and be sure that your work in no way runs afoul of University rules relating to academic dishonesty and plagiarism (please refer to the University official catalog and sections dealing with academic dishonesty and the student code of conduct therein).

Copies of previous semester's research projects/case analyses or research projects/case analyses found on the web, should any exist, are expressly prohibited and to use them will place you in violation of course ethics. You may be requested to submit the following signed pledge on any assignment "I have neither given nor received any unauthorized aid on this assignment or any assignment in this course". A failure to submit the sign pledge, if requested, or other course ethics violation will result in zero for that particular assignment, at a minimum, and may result in being dropped from the course. Nothing in this course ethics statement should prevent students from studying together or discussing any assignment in the normal and accepted academic manner. The intention is that each student will do his/her own work and will not use any analyses, should any exist, in making their analysis (team or individual).

## TENTATIVE PLAY SCHEDULE --SEE ATTACHED PLAY SCHEDULE

The number of practice Years and actual play Years per period may, and will likely, vary from the schedule. The instructor will attempt to place the teams and their decision making under real world time constraints and conditions as much as possible. The time given for making game decisions will vary as the game progresses. The actual game may consist of more or less than the number of Years indicated above.

**Disability Accommodations:** Students with disabilities may request reasonable accommodations through the A&M-Texarkana Disability Services Office by calling 903-223-3062.

**Academic Integrity:** Academic honesty is expected of students enrolled in this course. Cheating on examinations, unauthorized collaboration, falsification of research data, plagiarism, and undocumented use of materials from any source constitute academic dishonesty and may be grounds for a grade of 'F' in the course and/or disciplinary actions.

For additional information, see the university catalog.

**A&M-Texarkana Email Address:** Upon application to Texas A&M University-Texarkana an individual will be assigned an A&M-Texarkana email account. This email account will be used to deliver official university correspondence. Each individual is responsible for information sent and received via the university email account and is expected to check the official A&M-Texarkana email account on a frequent and consistent basis. Faculty and students are required to utilize the university email account when communicating about coursework.

**University Drop Policy:** To drop this course after the 12<sup>th</sup> class day, a student must complete the *Drop/Withdrawal Request Form*, located on the University website (<http://tamut.edu/Registrar/droppingwithdrawing-from-classes.html>) or obtained in the Registrar's Office. The student must submit the signed and completed form to the instructor of each course indicated on the form to be dropped for his/her signature. The signature is not an "approval" to drop, but rather confirmation that the student has discussed the drop/withdrawal with the faculty member. The form must be submitted to the Registrar's office for processing in person, email ([Registrar@tamut.edu](mailto:Registrar@tamut.edu)), mail (P. O. Box 5518, Texarkana, TX 75505) or fax (903-223-3140). Drop/withdraw forms missing any of the required information will not be accepted by the Registrar's Office for processing. It is the student's responsibility to ensure that the form is completed properly before submission. If a student stops participating in class (attending and submitting assignments) but does not complete and submit the drop/withdrawal form, a final grade based on work completed as outlined in the syllabus will be assigned.

**Undergraduate courses:** At the completion of your degree our BBA graduates should be proficient in the following areas: Goal 1: Our graduates will be competent in the broad business disciplines that underlie the BBA degree.

Goal 2: Our graduates will be competent in the discipline of their chosen major or concentration.

Goal 3: Our graduates will demonstrate critical thinking skills.

Goal 4: Our graduates will be able to communicate effectively in writing and in front of a group.

Goal 5: Our graduates will be competent in the use of analytical tools via business software tools.

Goal 6: Our graduates will be able to properly integrate business disciplines in developing holistic, multi-functional solutions.

Goal 7: Our graduates will be able to correctly analyze financial statements.

**Graduate courses:** At the completion of your degree TAMU-T graduate students should be proficient in several areas. You can access these goals at: [www.tamut.edu/cob](http://www.tamut.edu/cob).