

# Course Outline (Higher Education)

<b>School:</b>	Federation Business School
<b>Course Title:</b>	BUSINESS SIMULATION
<b>Course ID:</b>	BUGEN3701
<b>Credit Points:</b>	15.00
<b>Prerequisite(s):</b>	(At least 120 credit points from ANY subject-area at any level)
<b>Co-requisite(s):</b>	Nil
<b>Exclusion(s):</b>	Nil
<b>ASCED:</b>	080399

## Description of the Course :

This course is a hands-on business simulation exercise designed to challenge teams via competitive decision making and management of trade-offs in a competitive business simulated industry environment. Students are expected to engage in case analysis and team projects for analysis and discussion of business decisions, issues, and strategic management trade-offs. The objective is to develop a broad perspective in managerial decisions and an appreciation of economic and social factors that drive modern global organizations. The course consists of a combination of lectures, readings and case studies. Students are expected to apply concepts and techniques garnered during the course in tackling case study preparation and discussion and team decision making and analysis. Participation in case discussions is a vital element of the course, and will be an important component of the overall performance in the course.

**Grade Scheme:** Graded (HD, D, C, etc.)

**Placement Component:** No

**Supplementary Assessment:** Yes

Where supplementary assessment is available a student must have failed overall in the course but gained a final mark of 45 per cent or above and submitted all major assessment tasks..

## Program Level:

AQF Level of Program						
	5	6	7	8	9	10
Level						
Introductory	■	■	■	■	■	■
Intermediate	■	■	■	■	■	■
Advanced	■	■	✓	■	■	■

## Learning Outcomes:

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## Knowledge:

- K1.** Identify and analyse the main approaches to research in the areas of management, marketing or any area of business
- K2.** Evaluate the nature of management processes used in development of strategy
- K3.** Analyse how the external environment and competitive forces shape strategic responses and develop a knowledge of systematic interaction in organisations
- K4.** Appraise the practical application of business policy models with the view to gaining further knowledge in the areas of strategy and organisation.
- K5.** Analyse the integration of operational and strategic activities within a business environment.

## Skills:

- S1.** Create logical and strategic business decisions in a practical workplace simulation.
- S2.** Apply academic knowledge in a workplace context, and to reflect and report on the experience.
- S3.** Ability to develop professional skills relevant to discipline specific issues.

## Application of knowledge and skills:

- A1.** Apply conceptual and theoretical knowledge to work simulation situations.
- A2.** Develop, apply and implement, as a member of a team, competing everyday business tasks and making decisions relating to the overall operation of the business and growth of the business.
- A3.** Independently identify a diverse range of strategic organisational issues, across multiple industries from a global perspective, using appropriate strategic and organisational change theories.

## Course Content:

This is a practice based course. The Business Simulation course, used by more than 100 business schools world-wide including Wharton and Harvard, will be integrated into the course lectures and discussions and will give students the opportunity to work as teams in making important tradeoffs and decisions regarding marketing, operations, product decision, human resources, logistics, and finance issues in a simulated business environment. The relative performance of each team on multiple criteria for the eight rounds (simulated years of market operations) will represent a part of the overall grade for the course.

## Values:

- V1.** Appreciate the role of integration and synergy in organisations
- V2.** Appreciate the potential for organisations to innovate and change
- V3.** Foster entrepreneurship and risk taking
- V4.** Appreciate complementary contribution of theory and practice
- V5.** Foster an appreciation for continual learning and personal and professional development.

## Graduate Attributes:

FedUni graduate attributes statement. To have graduates with knowledge, skills and competence that enable them to stand out as critical, creative and enquiring learners who are capable, flexible and work ready, and responsible, ethical and engaged citizens.

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Attribute	Brief Description	Focus
Knowledge, skills and competence	Students will demonstrate a broad and coherent body of knowledge of the discipline through independent supervised research and via its application in the workplace.	Medium
Critical, creative and enquiring learners	The course will develop student's self-reliance through both the various assessment tasks by gaining a greater understanding of the requirements to manage themselves and work with others to achieve successful outcomes.	High
Capable, flexible and work ready	Students will apply cognitive and creative skills to negotiate and analyse workplace experiences, and transmit solutions to unpredictable and sometimes complex problems.	High
Responsible, ethical and engaged citizens	Students will understand and practice the highest standards of ethical behaviour associated with their discipline or profession, including an appreciation of own ethical responsibilities towards colleagues, research subjects, the wider community and the environment.	Medium

## Learning Task and Assessment:

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1, K2, K3, K4, K5 S1, S2, S3 A1, A2, A3	Simulation Presentation Group or individual progress report	Presentation	20-30%
K1, K2, K3, K4, K5 S1, S2, S3 A1, A2, A3	Simulation Written Report Based on decisions made regarding marketing, operations, product decision, human resources, logistics, and finance issues in a simulated business environment.	Written Report	70-80%

## Adopted Reference Style:

APA