

# RARITAN VALLEY COMMUNITY COLLEGE ACADEMIC COURSE OUTLINE

## **BUSI-250 Business Simulation Seminar**

### **I. Basic Course Information**

A. Course Number and Title: BUSI-250 Business Simulation Seminar

B. New or Modified Course: Modified

C. Date of Proposal: Semester: Spring Year: 2020

**D. Effective Term: Fall 2020**

E. Sponsoring Department: Business and Public Service

F. Semester Credit Hours: 3.0

G. Weekly Contact Hours:                      Lecture: 2  
    Laboratory: 2  
    Out of class student work per week: **5**

H. Prerequisites/Corequisites: ACCT 104 Managerial Accounting, BUSI 111 Introduction to Business, BUSI 131 Business Law I, **COMP** 102 Computer Literacy, ECON 101 Macroeconomics and Sophomore Standing

I. Laboratory Fees: Yes

J. Name and Telephone Number or E-Mail Address of Department Chair and Divisional Dean at time of approval:

Chair	Anne Marie Anderson	<a href="mailto:AnneMarie.Anderson@raritanval.edu">AnneMarie.Anderson@raritanval.edu</a>
Dean	Patrice Marks	<a href="mailto:Patrice.Marks@raritanval.edu">Patrice.Marks@raritanval.edu</a>

### **II. Catalog Description**

*Prerequisites: ACCT 104 Managerial Accounting, BUSI 111 Introduction to Business, BUSI 131 Business Law I, **COMP** 102 Computer Literacy, ECON 101 Macroeconomics and Sophomore Standing.* This course is designed to be a capstone course for the AAS degree programs in Accounting, Accounting Information Systems, Business Management, Financial Services, International Business, and Marketing. The course will give students a comprehensive view of business strategies by integrating knowledge and skills acquired from the various business disciplines into one class. An online business simulation program will be used as the basis of the course.

Working in groups, students will manage a mock business, and compete against each other to run the most efficient **and effective** business possible. This course is designed to enhance student awareness of both internal and external factors that influence strategic decision making in organizations.

### **III. Statement of Course Need**

- A. This course is the culminant course in multiple unified career degree programs in the business area. Students will integrate the skills learned in their various business courses in a manner preparatory for their career path. Additionally, the course will provide a valuable tool for assessing program effectiveness and student learning outcomes in the named AAS degrees.
- B. In the lab component of the course, students will run computer simulations of a business in a competitive industry. Students will work in groups as a company making business decisions and compete against other companies. Using the computer, students will make development, marketing, production, and finance decisions.
- C. BUSI 250 is the capstone course for non-transfer business programs. BUSI 250 will generally transfer as an elective to most four-year colleges; however, students planning on transferring should check with their intended school about transferability.

### **IV. Place of Course in College Curriculum**

- A. Free Elective (This applies automatically to all college level credit courses in the College.)
- B. This course is not a General Education course.**
- B. This course meets a program requirement for the A.A.S degrees in Accounting and Accounting Information Systems
- C. This course meets a Business Core option for the A.A.S. Business Management - Financial Services, General Business, Marketing and International Business options
- D. This course meets a Business Elective in the A.S. Business Administration - General Business option
- C. To see course transferability: a) for New Jersey schools, go to the NJ Transfer website, [www.njtransfer.org](http://www.njtransfer.org); b) for all other colleges and universities, go to the individual websites.

### **V. Outline of Course Content**

- A. Introduction to Business Simulation Program
- B. Research and Development Decision Making
- C. Mission and Vision Statements, and Goal Setting
- D. Strategic Planning: Demand Analysis, Capacity Analysis, and Margin Analysis
- E. Marketing Overview: Perceptual Mapping and Market Segmentation
- F. Financial Analysis: Creating Business Strategies and Maximizing Shareholder Value

- G. Core Competencies and Comparative Advantage
- H. Performance Measurements and Data Interpretation
- I. Portfolio, Industry and Competitor Analysis
- J. Plant Expansion and Improvements
- K. Project Presentations

## **VI. General Education and Course Learning Outcomes**

### **A. General Education Learning Outcomes:**

**At the completion of the course, students will be able to:**

1. Apply quantitative reasoning to solve business problems. (GE-NJ 2, \*)

### **B. Course Learning Outcomes:**

**At the completion of the course, students will be able to:**

1. Apply financial analysis techniques in support of business decision making.
2. Analyze accounting information to make business decisions.
3. Describe the interdependence of the functional business disciplines.

### **C. Assessment Instruments**

- A. Group Work
- B. Computer Simulation Activities
- C. Examinations
- D. Written Assignments

## **VII. Grade Determinants**

- A. Group Work
- B. Computer Simulation Activities
- C. Examinations
- D. Written Assignments

Primary formats, modes, and methods for teaching and learning used in the course:

- A. Lecture/discussion
- B. Small-group work
- C. Computer Simulation

## **VIII. Texts and Materials**

- A. Text: Capstone Business Simulations Team Member Guide (current edition).
- B. Exam: CompXM

- C. Please Note: The course outline is intended only as a guide to course content and resources. Do not purchase textbooks based on this outline. The RVCC Bookstore is the sole resource for the most up-to-date information about textbooks.

## **IX. Resources**

- A. This course will require the use of a computer lab with internet capability.
- B. Computers must be pre-loaded with Microsoft Excel and a Web browser