

SIMON FRASER UNIVERSITY

MEMORANDUM

S. 84-69

SENATE

From..... SENATE COMMITTEE ON UNDERGRADUATE

STUDIES

Date..... NOVEMBER 14, 1984

Subject..... CURRICULUM REVISIONS - BUSINESS
ADMINISTRATION

Action undertaken by the Senate Committee on Undergraduate Studies at its meeting of November 13, 1984 gives rise to the following motion:

MOTION:

"That Senate approve and recommend approval to the Board of Governors, as set forth in S.84- 69, the following changes

New course - BUS. 479-5 Business Strategies Simulation
BUS. 495-3 Selected Topics
BUS. 496-5 Selected Topics"

FOR INFORMATION:

Acting under delegated authority at its meeting of November 13, 1984 the Senate Committee on Undergraduate Studies approved change of prerequisites for BUS. 478 to read 90 hours and completion of the core Business courses.

SIMON FRASER UNIVERSITY

SCUS 84-28

MEMORANDUM

To..... Mr. R. Heath, Secretary
Senate Committee on
Undergraduate Studies

From..... Debbie Walker, Secretary *D. Walker*
Faculty of Business Administration
Curriculum Committee

Subject..... Curriculum Revision

Date..... October 22nd, 1984

The Faculty of Business Administration's Undergraduate Curriculum Committee approved the following motions at its meeting of October 17th, 1984:

1. That Bus. 479, Business Strategies Simulation, be added to the undergraduate curriculum in the Faculty of Business Administration.
2. That the prerequisite for Business Policy 478 (the prerequisite to Bus. 479) be changed to read 90 hours and completion of the core Business courses.
3. That two Selected Topics courses be added to our undergraduate curriculum, Bus. 495-3 and Bus. 496-5.

Would you please place these items on the agenda of the November 13th meeting of the Senate Committee on Undergraduate Studies.

Thank you.

Rationale - Selected Topics Courses

This measure is in part a response to our high and increased utilization of the three existing Selected Topics courses. The extra courses will allow flexibility with respect to low enrollment graduate level courses being offered simultaneously to undergraduate students. The addition of a 3 credit course will minimize the chance of students registering for two Selected Topics courses with the same number; it will also ease the logjam on 400-division course entry.

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Business Administration

Abbreviation Code: BUS Course Number: 479 Credit Hours: 5 Vector: 1-1-3

Title of Course: Business Strategies Simulation

Calendar Description of Course:

This course will give students an opportunity to apply what they have learned in Business Policy 478, by being placed in the situation of running one of several companies in a simulated business environment. Students will learn to develop and execute comprehensive plans for the running of their firm. Firms are competing against other firms in a general manufacturing industry. Over the duration of the course students will typically execute twelve quarterly set of decisions, simulating three years of corporate operations. Over this time, it is hoped that students will learn to assess the impact of their decisions on the ongoing performance not only of their own firm, but also of other firms in the industry against whom they are competing.

The nature of the simulation is to draw upon knowledge learned in all core areas of the Business program - Marketing, Accounting, Finance, Organizational Behavior, Economics and Policy. In addition there will be opportunities to draw upon specialized skills learned in such areas as statistics and operations research.

Nature of the Course:

To provide an experiential component to Business Policy and Planning.

Prerequisites (or Special Instructions):

- A) students will have previously taken or concurrently be taking BUS 478 (Business Policy) or
- B) permission of the instructor.

2. Scheduling

How frequently will the course be offered?

- initially once per year (expected enrollment: 45 students)
- maximum twice per year (anticipated enrollment: 100 students)

Semester in which the course will first be offered? Spring 1985.

Which of your present faculty would be available to make the proposed offering possible?

Love, Wedley, Vining, Smart

3. Objectives of the Course

To ^{enable} provide students to learn how to apply what they have learned in Business Policy with respect to Strategic Planning and Decision-Making. Furthermore the intent with a strategies simulation is to integrate the material learned

3. Objectives of the Course (con't)

in the various functional areas of the Business Program.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty: ∅
Staff: ∅
Library: ∅
Audio-Visual: ∅
Space: ∅ (Students will meet in regular tutorial rooms)
Equipment: ∅ (Our current computer terminal room is sufficient)

5. Approval

Date: Oct 22, 1984 Oct 22, 1984 _____
Robert Rogow JC Hoyle _____
Department Chairman Dean Chairman, SCUS

SCUS 73-34b:- (When completing this form, for instructions see Memorandum SCUS 73-34a. Attach course outline).

Arts 78-3

Rationale (Bus. 479)

This is an experiential companion course to our Business 478, "Seminar in Administrative Policy". The two courses attempt to integrate and apply what the student has learned from at least the upper division core courses in half a dozen specialized areas. Bus. 478 does this primarily through case analysis; Bus. 479 primarily through a sequence of decisions, feedback and responses.

Bus. 479 is the product of five prior offerings, mainly as a "Selected Topic", in both our undergraduate and our Executive MBA programmes. Student and colleague responses have been quite favourable. Faculty members teaching in the administrative policy area have argued, and we agree, that we should have, like the large majority of other North American business administration programmes, such a capstone course.

Rationale (Bus. 478 Prerequisite Change)

A prerequisite of 90 hours allows for completion of core courses which provide students with the necessary building blocks for competence in more advanced courses. A shift in prerequisites from 105 hours to 90 hours will provide students with somewhat more scheduling flexibility while guaranteeing reasonable richness of business course background, and will also ease scheduling problems for students with regard to the new course, Bus. 479, Business Strategies Simulation.

SIMON FRASER UNIVERSITY

Faculty of Business Administration

COURSE OUTLINE

COURSE: Business Administration

SEMESTER:

TITLE: Business Strategies Simulation

INSTRUCTOR: C.E. Love

Prerequisites:

TEXT: IMS' Interactive Management Simulation, C.E. Love, 1984, SFU

Reference Material: (1) Readings in Strategic Management, Thompson et al,
Business Publications, Plano, Texas, 75075

(2) Selected current material from Business Week, Globe
and Mail etc.

Course Objectives:

The participants will be divided into groups of four. Each team (of 4) will take up the management of an independent company, operating in the Automobile Parts Supply Industry. The firms in the industry are in competition with each other for the sale of their products to the Automotive Industry. This is a two-tiered industry. Thus some of the firms are in the Primary Parts Sector supplying raw materials (in competition) to firms in the Secondary Parts Sector.

Each team will be required to make all decisions relating to the control and operation of their firm. These include overall strategic decisions relating to the success of the firm, all decisions relating to the financial planning and control of the firm (ie: stock flotations, debt financing, etc.) all decisions relating to the marketing of the firms products (advertising, product quality, salesmen, etc.), production planning and control, inventory control, product distribution, quality control and personnel planning.

Each team will elect from it's four members, a President, a Vice-President of Finance, a Vice-President of Marketing and a Vice-President of Production and Personnel. Other officers can be added to the company at the discretion of Management team (or the Board of Directors).

Each firm, is initially capitalized with 48,000 shares of common stock, held by the general public. Voting control for all 48,000 shares is held equally, via proxy, by the course instructor and the course T.A. Any further issues of common stock to the public are also under proxy in the same way. Furthermore, the instructor or his designate (T.A.) holds the title of Chairman of the Board on each company. The management of each firm has

initially, non-voting membership on the Board of Directors of their firm. Individual members may acquire stock in any or all firms in the Industry. Thus at any time, they may become voting members on a Board of Directors. Furthermore, firms have the option of purchasing stock of both their own firm or other firms. Thus the firm may assume all the rights of an individual shareholder.

Weekly decisions for each firm must be made by the management team. These decisions are implemented via the IMS business simulation. Competitive results for each firm will be provided in the form of various managerial reports. It is expected that each firm will make 10 decisions in total over the semester, simulating two and one-half years of Company operations.

Reports Required by Each Management Team

Three reports are required by each management team. Reports are to be submitted to the firm's Board of Directors.

- (1) Initial Strategic Plan for the Firm detailing the policies to be followed. This plan is to provide a blueprint for the Board of Directors. It should be no more than 4 pages (typed, double spaced) in length, and is to be submitted at the end of the 2nd week. Note that this is regarded as a confidential document.
- (2) Interim President's Progress Report to the Board of Directors.
This report should not exceed 10 pages typed double-spaced. It should provide a summary of operating results to date. It must provide a Balance Sheet, and Income Statement and a Source and Applications and Funds report. Any new strategic plans should be included. To be submitted at the end of week 7
This report is confidential to the Board of Directors.
- (3) Final President's Progress Report.
This report, similar to the interim report, will finalize the results of the firm. It is expected that this report will include more detail, including forecasts for the future of the firm, beyond the tenure of the current management team. This report should not exceed twenty pages in length. It is expected that the Management Team of each firm, will appear in person at a final Board of Director's Meeting

to present their results. The report is to be submitted at the end of week 12.

Finally note, that a shareholder's meeting can be called at any time, provided that at least 35% of the outstanding common stock requests such a meeting. A shareholder's meeting is required to table motions regarding articles of incorporation of the firm, altering the equity structure of the firm or for voting a change in the Board of Directors. A majority of voting shares is required for any motion to be passed.

Course Evaluation:

- 15% Initial Strategic Plan for the Firm
- 15% Interim President's Report
- 25% Final President's Report
- 45% Overall Performance of the Firm. The criteria of performance will be specified by the Board of Directors in week 1 of the course. However, 'Return on Shareholder's Equity' will, no doubt be a significant component of the measure.