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: Spring 2013
D. Sponsoring Department: Business and Public Service
E. Semester Credit Hours: 3.0
F. Weekly Contact Hours: Lecture: 2
   Laboratory: 2
G. Prerequisites: ACCT 104 Managerial Accounting, BUSI 111 Introduction to Business,
   BUSI 131 Business Law I, CISY 102 Computer Literacy, ECON 101 Macroeconomics
   and Sophomore Standing
H. Laboratory Fees: Yes
I. Name and Telephone Number or E-Mail Address of Department Chair: Pattiann Kletz
   pkletz@raritanval.edu.

II. Catalog Description

Prerequisites: ACCT 104 Managerial Accounting, BUSI 111 Introduction to Business, BUSI 131
Business Law I, CISY 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 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

This course is the culminating 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.
A. 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.

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B. 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 the Course in the College Curriculum
   A. Free Elective
   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
   E. To see course transferability: a) for New Jersey schools, go to the NJ Transfer website, www.njtransfer.org; 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. Global Complexity
   L. Future Issues for Managers and Business Strategists
   M. Project Presentations

VI. Educational Goals and Learning Outcomes
   A. General Education Goals
      At the completion of the course, students will be able to:
      1. Debate the advantages and disadvantages of business strategies with classmates. (GE-NJ 1, *)
      2. Apply technological tools to locate and gather information necessary to make decisions required to run a company. (GE-NJ 4, IL)
      3. Apply quantitative reasoning to solve business problems. (GE-NJ 2, *)

   B. Learning Outcomes
      At the completion of the course, students will be able to:
1. Analyze the effects of the market on business decision making.
2. Apply financial analysis techniques in support of business decision making.
3. Analyze accounting information to make business decisions.
4. Apply marketing concepts and principles to business strategy formulation.
5. Describe the interdependence of the functional business disciplines.

VII. Modes of Teaching and Learning
   A. Lecture/discussion
   B. Small-group work
   C. Computer Simulation

VIII. Papers, Examinations, and Other Assessment Instruments
   A. Group Work
   B. Computer Simulation Activities
   C. Examinations
   D. Written Assignments

IX. Grade Determinants
   A. Group Work
   B. Computer Simulation Activities
   C. Examinations
   D. Written Assignments

X. Texts and Materials

(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.)

XI. 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