



- 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](http://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**

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

(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