

FACULTY SENATE
CURRICULUM COMMITTEE

Approval Form

Department Administrative Studies

Title Business Management Simulation

Sponsor(s) Dr. Robert Lynch No. of Credits 3

COURSE X SPECIALIZATION CONCENTRATION CERTIFICATION MAJOR PROGRAM

Approved by the department Yes Graduate ()

Not recommended by the department Undergraduate (X)

Information copies forwarded: Academic Dean; Chairperson, Curriculum Committee

Thomas O. Michael
Signature: Department Chairperson

DATE 9/22/77

DIVISION

Consultation on proposal has been held Yes

Comments: This course is a logical extension of The Administrative Studies Program requiring intimate involvement of students in the decision-making process as well as in a competitive environment. It requires knowledge of various business disciplines and brings the student and faculty members closer together in a truly business oriented association.

Signature: Academic Dean and/or Divisional Committee

DATE 9/22/77

CURRICULUM COMMITTEE

Proposal received 9-22-77

Open Hearing held 10-20-77

Returned to the department for the following reason(s):

Approved by the Curriculum Committee 11-1-77

Presented to Executive Committee of the Faculty Senate as information

Notifications forwarded: Vice President for Academic Affairs

J. S. J. J.
Signature: Chairperson, Curriculum Committee

DATE 11-1-77

prerequisites
objectives

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[Signature]
Signature: ~~Academic Dean and/or~~ Divisional Committee

DATE 9/22/77

CURRICULUM COMMITTEE

Proposal received

Open Hearing held

Returned to the department for the following reason(s):

Per curriculum committee request - objectives revised, prerequisites added Nov. 1, 1977

Approved by the Curriculum Committee

Presented to Executive Committee of the Faculty Senate as information

Notifications forwarded: Vice President for Academic Affairs

Signature: Chairperson, Curriculum Committee

DATE _____

Administrative Studies Division

COURSE PROPOSAL

1. Title of Course: Business Management Simulation
Department: Administrative Studies Division
Sponsor: Dr. Robert D. Lynch
Key Personnel: Dr. Robert Pritchard, Dr. Robert D. Lynch
2. Essence:
 - a. Undergraduate course offering
 - b. Semester hour credits - 3
 - c. Course level: Jr., Sr.
 - d. Prerequisites: Accounting I & II, Intro to Management, Intro to Administrative Studies, Intro to Finance, Intro to Marketing, Microeconomics and Macroeconomics
 - e. Position of the Course in the Curriculum: This course will be offered as a management component elective and as an In-depth elective of most specializations including Personnel Management, Industrial Management, Marketing and Finance or others with advisor approval. It will augment and expand upon the basics covered in introductory courses while adding a high degree of realism to the application of these basics.
 - f. Suggested time and scale of implementation: This course will be offered during Intersession, 1978. 1 or 2 sessions will be offered.
3. Other details:
 - a. Adequacy of present staff and resources: Dr. Robert Lynch piloted this course during intersession 1977. It combines backgrounds in several areas but several faculty members in Administrative Studies have adequate backgrounds to teach this course. In addition to Dr. Lynch, this includes, Dr. Robert Prithcard, Dr. Linda Ross, Dr. Thomas Michael, and Mr. Gene McCormick. Resources of the Computer Center are essential. In addition to the faculty support of Mr. Edward Richardson, strong support and assistance were received by Mr. Robert Locher and Mr. Joe Oak of the Computer Center. Key-punched cards are used for all data entry. Under normal conditions, 24 hour turnaround from the Computer Center is achieved. This is adequate for needs of the course.
 - b. Library facilities and needs: Adequate in terms of reference material. However the orientation of this course is on the application of basic material covered in previous courses and required references will be limited to current issues of business publications, i.e. Business Week, Wall Street Journal, New York Times, etc.

- (3) Participation
- (4) Final presentation of team performance

4. Topical Outline or syllabus:

"Business Management Simulation" is an advance course for majors in Administrative Studies. It is designed to integrate various specialized areas by requiring students to analyze and make decisions in the environment of a computer-processed management simulation. Throughout the course the student is immersed in dynamic data to show the application and integration of theory explained in previous course presentations.

The class will be divided into several teams of 3 or 4 students. Each team will form and operate as a manufacturing company for the duration of the course. Financial and operating data will be supplied to each company. Companies all manufacture the same product and compete in the same market. Decisions on investments, production quantities, marketing programs, hiring and training of personnel will be made by each company on a simulated quarterly basis.

Results of each quarter's decisions will be recorded on data sheets, keypunched on cards and analyzed by computer (students have no active involvement with the computer and need no computer background. However one member of each team will be required to learn to operate the key-punch machine).

Financial statements will be prepared and supplied to each company following each quarter. It is anticipated that at least a year and one-half of operating experience will be achieved.

Companies all compete against one another.

Classes will meet at the designated times and at other times as required by the Instructor to meet decision deadlines. Classes will consist of mostly discussion and laboratory workshop periods. Students will be expected to study their workbook for details of the operating procedures. The Instructor will act largely as a consultant to the various company teams. However company teams are free to seek advice and consultation from any other sources.

Teams will be formed on the first day of class and ideally should have three students, one from accounting or finance, one from marketing, and one from management. No team may have more than four students.

5. Rationale:

Students may progress only so far in the normal classroom environment. Theories have limited value unless the student can identify with the practical application of these theories in the business environment. The student has opportunity for exposure in many ways, i.e. visiting business lecturers in the classroom, professional programs such as The Management Institute, and internships. This opportunity, however, requires decision making in a competitive environment. The student is evaluated not only upon his understanding of the basic material but also upon his ability to make decisions within a limited time period and under pressure of competition.