

ROWAN COLLEGE
CURRICULUM COMMITTEE

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PROPOSAL TITLE: Business Management of Simulation

0576-4105

UNDERGRADUATE GRADUATE CREDIT HOURS

SPONSOR(S): Sybil, Michael, David, Marianne

DEPARTMENT & TELEPHONE# Mgt./MIS Lynch 0576-9073

CHECK ONE: COURSE MINOR PROGRAM CONCENTRATION SPECIALIZATION
 ACHIEVEMENT CERTIFICATE CERTIFICATION PROGRAM MAJOR PROGRAM

<p>STEP #1 (DEPARTMENT)</p> <p><input checked="" type="checkbox"/> APPROVED/DATE: <u>11/13/96</u></p> <p><input type="checkbox"/> NOT APPROVED/DATE:</p> <p><u>David Zimmerman</u> DEPT. CURRICULUM CHR.</p> <p><input checked="" type="checkbox"/> REVIEWED/DATE: <u>10/1/96</u></p> <p><u>Martha Miller</u> DEPT. CHR.</p>	<p>STEP #2 (RECEIPT)</p> <p>SCC# <u>96-96-51</u> <u>96-97-56</u></p> <p>DATE RECEIVED:</p> <p><u>Ronald J. Gordon</u> SENATE CURRICULUM CHR.</p>	<p>STEP #3 (SCHOOL)</p> <p>REVIEWED DATE: <u>11/7/96</u></p> <p><input checked="" type="checkbox"/> RECOMMEND TO APPROVE</p> <p><input type="checkbox"/> RECOMMEND NOT TO APPROVE</p> <p style="text-align: center;">FORWARD FOR OPEN HEARING</p> <p><input checked="" type="checkbox"/> WITHOUT RESERVATIONS</p> <p><input type="checkbox"/> WITH RESERVATIONS</p> <p>COMMENTS:</p> <p><u>[Signature]</u> SCHOOL COMMITTEE CHR.</p>
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<p>STEP #4 (ACADEMIC DEAN)</p> <p><input checked="" type="checkbox"/> RECOMMEND</p> <p><input type="checkbox"/> NOT RECOMMEND</p> <p><input type="checkbox"/> CONDITIONALLY RECOMMEND (SEE COMMENTS)</p> <p>DATE & SIGNATURE, DEAN OF SCHOOL</p>	<p>COMMENTS:</p> <p><u>[Signature]</u> <u>11/13/96</u></p>
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<p>STEP #5 (SENATE CURRICULUM COMMITTEE)</p> <p>DATE OF OPEN HEARING <u>12-2-96</u></p> <p>APPROVED BY SENATE CURRICULUM COMMITTEE (DATE) <u>12/2/96</u></p> <p><input type="checkbox"/> RETURNED TO SPONSOR(S) FOR THE FOLLOWING REASONS:</p>	<p>SENATE</p> <p>NOV 26</p> <p>RECEIVED</p>
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<p>STEP #6 (SENATE)</p> <p>DATE PRESENTED TO SENATE <u>12-18-96</u></p> <p>NOTIFICATION TO EXECUTIVE VICE PRESIDENT/PROVOST (DATE)</p> <p>SENATE CURRICULUM COMMITTEE CHAIR SIGNATURE/DATE <u>Ronald J. Gordon 1/10/97</u></p>	<p><input checked="" type="checkbox"/> APPROVED <input type="checkbox"/> NOT APPROVED</p>
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STEP #7 (EXECUTIVE VICE PRESIDENT/PROVOST)

DATE RECEIVED _____

APPROVED: YES NO

IF NO, REASONS ARE AS FOLLOWS:

STUDENT CREDIT HOURS 3

FACULTY LOAD HOURS 3

EQUALIZED CREDIT HOURS _____

OFFICIAL COPY & APPROVAL SHEET FILED (DATE) 1/24/97

SIGNATURE, EXECUTIVE VICE PRESIDENT/PROVOST C. Mattson

REGISTRAR

DATE APPROVED COURSE DESCRIPTION RECEIVED 14 Dec 97

HEGIS TAXONOMY AND COURSE NUMBER ASSIGNED 6576: 405

DATE/SIGNATURE OF REGISTRAR B. J. Kilroy

NOTIFICATION FORWARD:

SENATE CURRICULUM COMMITTEE CHAIRPERSON

DEPARTMENT CHAIRPERSON(S)

ACADEMIC DEAN(S)

REGISTRAR

SPONSOR(S)

SCHOOL OF BUSINESS ADMINISTRATION

NEW COURSE PROPOSAL
BUSINESS MANAGEMENT SIMULATION

1. Details

- a. Course Title: Business/Management Simulation
- b. Sponsors: Robert D. Lynch, Thomas Michael, William Enslin, Dilip Mirchandani
- c. Course Level: Undergraduate (Senior Level)
- d. Credit Hours: 3 credit hours
- e. Curricular Effect: Required for students specializing in Management
- f. Prerequisites: Senior standing as Business Administration Major: completion of 90 credit hours including Principles of Management, Principles of Finance Principles of Marketing, and Organizational Behavior
- g. Suggested time and scale of implementation: Two sections to be offered in the fall of 1997.

2. Rationale

Presently, the School of Business Administration offers the required capstone course, Business Policy, which has been designed to integrate the learning from other business courses such as Principles of Finance, Principles of Marketing and Principles of Finance. This integration is done through the use of real world case studies and an interactive computerized business simulation. Students must work in teams during the semester long simulation, analyze case studies, submit written reports, maintain computerized tracking documents, and prepare professional level oral presentations. They frequently are overwhelmed by the workload. At the same time, the instructors feel that there is not adequate time to do the in-depth analysis that is necessary for either the case studies or the simulation. In addition, insufficient time is available to develop the leadership and team building skills which have become so important in the business work environment. It is planned to drop the simulation from the Business Policy course and to concentrate on case study analysis.

This new course will have, as its goals, the development of skills in team building, leadership, oral presentations and computer applications as well as the development of the integrative skills required of all managers. The computerized business simulation will be used as a major tool to achieve these goals.

3. Essence of the Course

a. The objectives

As a result of this course students will:

1. Learn to use skills in integrating and applying knowledge obtained in previous business courses through an interactive computer simulation.
2. Make decisions and solve problems under conditions of risk and uncertainty in a computer simulated competitive environment.
3. Develop skills in team building and leadership by working together as a team of students on a semester long basis.
4. Improve computer skills in data analysis and presentation.
5. Improve writing and oral presentation skills.
6. Experience both the ethical and international aspects of business.

b. Topical outline/Contents

* **Computerized Business Simulation**

- Business environment
- Decision making process
 - Product characteristics
 - Marketing
 - Production
 - Financial
 - International
 - Ethical considerations
- Operational analysis
 - Cash management
 - Financial ratios
 - Capital structure
 - Debt
 - Equity
- Performance analysis
- Industry competitor analysis

* **Team Building**

Team formation and understanding of teams
Structure and organization of responsibilities
Selection of leaders
Utilization and development of abilities and skills
Team meetings and team communications
Team decision making
Assuming responsibilities and providing feedback
Analyzing contributions and performance
Interacting effectively in teams
Managing team problems
Conflict resolution mechanisms

* **Leadership**

Role of the leader
Importance of leaders in team structures
Characteristics of a leader
Behavior of a leader
Leadership styles

c. Evaluation and Grading

Students taking this course will be evaluated on the following basis:

Team scores in the simulation
Team scores in written team reports and oral presentations
Individual participation
Periodic quizzes
Individual analysis of team's performance (in-class writing exercise)

d. Course evaluation

Traditional evaluation methods will be applied to this course.

4. Consultation

This course has been approved by the faculty of the Management/MIS Department of the School of Business Administration. Consultations were sought and letters of support (attached) received from the Marketing Department and the Accounting and Finance Department

CATALOGUE DESCRIPTION

BUSINESS MANAGEMENT SIMULATION (3 s.h.)

This course is designed to provide students with the opportunity to experience many of the problems of risk and uncertainty that managers face when making decisions in the real-world. Students work in teams while managing a computer simulated corporation in a highly competitive international business environment. Students are challenged to use and improve their business and leadership skills utilizing knowledge from previous business courses.

Prerequisites: Senior standing as Business Administration
Major: completion of 90 credit hours including Principles of Management, Principles of Marketing, Principles of Finance, and Organizational Behavior

ROWAN

Marketing Department
(609)256-4029

September 23, 1996

TO: Bob Lynch

FROM: Berhe Habte-Giorgis, Chairman *of the*
Department of Marketing

SUBJECT: Course Change

Thank you for informing us on the changes your department is proposing regarding the division of the capstone Business Simulation course into two separate courses. Following is our reaction to the proposal:

1. We support your move to revamp the course. It is timely.
2. We see no problem in the Simulation course, as long as it is to be used either as a management elective or a requirement for management majors only.
3. For the core course we prefer the name Business Policy instead of Management Strategy. The name Management Strategy is rather restrictive and contrary to the notion of a capstone course that encompasses all other disciplines in business.
4. It is our belief that the course Business Policy should be used as the main course to achieve integration of the various functional areas in business. Such a move will help us meet one of the major AACSB standards on the curriculum.
5. To make the course integrative it has to be taught by a team of faculty from all business area disciplines. Team teaching will be facilitated if faculty from the various departments develop jointly the course content and method of teaching. The situation offers a unique opportunity to introduce creative methods of teaching the course.
6. In light of the opportunity that we have to make meaningful changes to the business core in the curriculum, we are suggesting that the process to introduce the name change for the Business Policy be stopped and that an inter-departmental task force be established to conduct the study and make recommendations. The task should be finalized early in the Spring semester so that requests for change can be submitted to the Faculty Senate Curriculum Committee for implementation starting Fall 1998.

cc: Dean Steven McNeil
Kimble Byrd
Carol Welsh
Diane Hamilton

ROWAN

September 25, 1996

To: Bob Lynch

From: Carol N. Welsh, Chairperson Accounting & Finance

Subject: Revision of Business Simulation Course

We are in complete support of your department's proposal regarding the revision of the Business Simulation course. In our opinion the division of this course into two separate courses is most appropriate.

For consideration we offer the following suggestions:

- the core course proposed as "Management Strategy" be renamed Business Policy so as to fully describe the breadth of a capstone course that is inclusive of all disciplines in business;
- that every effort be made to solicit faculty from Marketing, MIS, Accounting, and Finance to join the team to develop and teach the capstone course in order to achieve a truly integrated, cross disciplinary experience for our students;
- that faculty in all disciplines in the SOBA be made aware of scholarship requirements necessary in order to teach the capstone course.

cc: Diane Hamilton