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| ***ÇAĞ UNIVERSITY***  ***FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES*** | | | | | | | | | | | | | | | | | | | | | | | |
| **Code** | | | | **Course Title** | | | | | | | | | | | | **Credit** | | | | | **ECTS** | | |
| **MAN 446** | | | | **Business Simulation** | | | | | | | | | | | | **3 (3-0-0)** | | | | | **6** | | |
| **Prerequisites** | | | | | | | | **None** | | | | | | | | | | | | | | | |
| **Language of Instruction** | | | | | | | | English | | | | **Mode of Delivery** | | | | | | **Face to face** | | | | | |
| **Type and Level of Course** | | | | | | | | **4th Year**  **Spring Semester** | | | | | | | | | | | | | | | |
| **Lecturers** | | | | | **Name(s)** | | | | | | **LectureHours** | | | | | | **Office Hours** | | | | **Contacts** | | |
| **Course Coordinator**  **Course Assistant** | | | | | Asst.Prof.Dr. Saadet Sağtaş  Res.Ast. Ersin İnal | | | | | | 1st Group: Tuesday  9.40 – 12.20  2nd  Group:  Thursday  13.45 – 16.20  3rd  Group:  Friday  9.40 – 12.20 | | | | | | Wednesday  9.00 – 12.00 | | | | [**saadetsagtas@cag.edu.tr**](mailto:saadetsagtas@cag.edu.tr)  **ersininal@cag.edu.tr** | | |
| **Course Objective** | | | | | Business Simulation course is built around a computer-based business simulation. Students taking this course will be wroking in peers. Each team should consider different decisions which are related to Strategy, Finance, Marketing, Operations, HR/Organisation and Research & Development to manage their simulated company through a set time period. The aim of the course is to provide an experiential learning environment where different business functions playan important role. Students will have the opportunity to apply their learning from the earlier elements of their degree programme to the problems presented by the simulation. | | | | | | | | | | | | | | | | | | |
| **Learning Outcomes of the Course** | |  | **Students who have completed the course successfully should be able to** | | | | | | | | | | | | | | | | | **Relationship** | | | |
| **Prog. Output** | | | **Net Effect** |
| 1 | **define key elements for a start-up business** | | | | | | | | | | | | | | | | | **5** | | | **4** |
| 2 | **understand how business functions are connected** | | | | | | | | | | | | | | | | | **5** | | | **4** |
| 3 | **understand how to use business decision making tools** | | | | | | | | | | | | | | | | | **2** | | | **4** |
| 4 | **understand moral and ethical issues related to business** | | | | | | | | | | | | | | | | | **4** | | | **5** |
| 5 | **make healthy decisions under pressure** | | | | | | | | | | | | | | | | | **5** | | | **4** |
| 6 | **understand social responsibility of a business** | | | | | | | | | | | | | | | | | **5** | | | **3** |
| **Course Description:** **Business Simulation course is built around a computer-based business simulation. Students taking this course will be wroking in peers. Each team should consider different decisions which are related to Strategy, Finance, Marketing, Operations, HR/Organisation and Research & Development to manage their simulated company through a set time period.** | | | | | | | | | | | | | | | | | | | | | | | |
| **Course Contents:( WeeklyLecture Plan )** | | | | | | | | | | | | | | | | | | | | | | | |
| **Weeks** | **Topics** | | | | | | | | | | | | **Preparation** | | | | | | **TeachingMethods** | | | | |
| **1** | Introduction and Meeting | | | | | | | | | | | | - | | | | | | Lectures | | | | |
| **2** | Forming the peer teams and Introducing the essentials for the upcoming simulation work | | | | | | | | | | | | By Lecturer | | | | | | Lectures | | | | |
| **3** | The aims, structure and function of a business, Market analysis, Marketing and sales strategy | | | | | | | | | | | | By Lecturer | | | | | | Lectures & Tutorials | | | | |
| **4** | Financial markets, Financial statements and making financial decisions | | | | | | | | | | | | By Lecturer | | | | | | Lectures& Tutorials | | | | |
| **5** | Strategy and social responsibility of a business | | | | | | | | | | | | By Lecturer | | | | | | Lectures & Tutorials | | | | |
| **6** | Before you start! Trial Simulation Game | | | | | | | | | | | | Tutorial document | | | | | | Implementation | | | | |
| **7** | Group Simulation Exercise- An explotary session! | | | | | | | | | | | | By Lecturer | | | | | | Implementation | | | | |
| **8** | The Simulation starts!  Simulation week 1 | | | | | | | | | | | | By Lecturer | | | | | | Implementation | | | | |
| **9** | Simulation week 2 | | | | | | | | | | | | By Lecturer | | | | | | Implementation | | | | |
| **10** | Competition | | | | | | | | | | | | By Lecturer | | | | | | Implementation | | | | |
| **11** | Presentations | | | | | | | | | | | | By Lecturer | | | | | | Discussion | | | | |
| **12** | Presentations | | | | | | | | | | | | By Students | | | | | | Discussion | | | | |
| **13** | Presentations | | | | | | | | | | | | By Students | | | | | | Discussion | | | | |
| **14** | Final Paper submission! | | | | | | | | | | | | - | | | | | |  | | | | |
| **REFERENCES** | | | | | | | | | | | | | | | | | | | | | | | |
| **Course Notes** | | | | | | Will be provided by Instructor during class sessions | | | | | | | | | | | | | | | | | |
| **MaterialSharing** | | | | | | Tutorial Documents | | | | | | | | | | | | | | | | | |
| **ASSESSMENT METHODS** | | | | | | | | | | | | | | | | | | | | | | | |
| **Activities** | | | | | | | **Number** | | | **Effect** | | | | **Notes** | | | | | | | | | |
| Simulation Results | | | | | | | **1** | | | **50%** | | | |  | | | | | | | | | |
| Presentation | | | | | | | **1** | | | **10%** | | | |  | | | | | | | | | |
| Final Paper | | | | | | | **1** | | | **40%** | | | |  | | | | | | | | | |
| **ECTS TABLE** | | | | | | | | | | | | | | | | | | | | | | | |
| **Contents** | | | | | | | | | **Number** | | | | | | **Hours** | | | | | | | **Total** | |
| **Hours in Classroom** | | | | | | | | | **14** | | | | | | **3** | | | | | | | **42** | |
| **Hours outside Classroom** | | | | | | | | | **13** | | | | | | **4** | | | | | | | **52** | |
| **Team working Exercise** | | | | | | | | | **1** | | | | | | **12** | | | | | | | **12** | |
| **Presentation** | | | | | | | | | **1** | | | | | | **10** | | | | | | | **20** | |
| **Final Paper** | | | | | | | | | **1** | | | | | | **40** | | | | | | | **40** | |
| **Total**  **Total / 30**  **ECTS Credit** | | | | | | | | | | | | | | | | | | | | | | **166** | |
| **=166/30=5.53** | |
| **6** | |
| **RECENT PERFORMANCE** | | | | | | | | | | | | | | | | | | | | | | | |
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| **MAN 446 Business Simulation Rubric** | | | | |
| **Student Name:** |  | | | |
| **Student ID:** |  | | | |
| **Student Name:** |  | | | |
| **Student ID:** |  | | | |
| **Evaluation of the Simulation** | | | | |
| **Criterion** | **Performance Evaluating** | | | Point |
| **Not Enough** | **Enough** | **Successful** | **100** |
|  |  |  |
| **1. Simulation Score (Simulation score consists of the computer given score to the activities that students undertake during the simulation session. The score evaluates the profitibilaty, ROE, Dominance in industry etc.)** | **0 to 15 points** | **16 to 30 points** | **31 to 45 points** | 45 |
| The team bankrupts and the goal achievement ratio is below %30 | The team runs a profitable company however the goal achievement ratio is between the levels of 30 and 60 percent. | The team runs a profitable company and the goal achievement ratio is above 60 percent. |
|  | **Comments:** | | | |
| **2. Social Responsibility Score (Social Responsiblity score cosnsists of several factors such as number of employees, Products that the company produce, the investment in civic and sport facilities in the city.)** | **0--5** | **6--10** | **11--15** | 15 |
| The team showed minimum effort towards being socially responsible company. | The team showed some effort towards being socially responsible company. | The team is fully devoted to be a socially responsible company. |
|  | **Comments:** |  |  |  |
| **Evaluation of the report** | | | | |
| **3. On Time Paper Submission** |  | | | 1 |
|
|  | **Comments:** | | | |
| **4. Style and tone** | **1** | **2** | **3** | 3 |
| Writing is unengaging and reader finds it difficult to maintain interest; tone is not consistently professional or suitable for an academic report | Writing is usually engaging and keeps the reader's attention; tone is generally proffesional and appropriate for an academic report | Writing is compelling and sustains interest throughout; tone is consistently professional and appropriate for an academic report |
|  | **Comments:** | | | |
| **5. Use of references** | **1** | **2** | **3** | 3 |
| Most of the references are from sources that are not peer- reviewed or professional, and have uncertain reliability | Professionally legitimate references are generally used; clear and fair citations are presented in most cases; most of the information/content/ evidence comes from sources that are reliable | Presents compelling evidence from professionally legitimate sources; attribution is clear and accurate; references are primarily peer- reviewed professional journals or other approved sources |
|  | **Comments:** | | | |
| **6. Formatting** | **1** | **2** | **3** | 3 |
| Report exhibits frequent and significant errors in APA formatting | APA formatting is employed appropriately in the report with a few minor errors | APA format is used accurately and consistently throughout the report |
|  | **Comments:** | | | |
| **7. Analytical /critical Thinking Skills** | **1--3** | **4--7** | **8--10** | 10 |
| The concept, or idea is not clearly articulated, or its component elements are notidentified or described; research information is poorly organized, categorized, and/or superficially examined; information is often inaccurate or incomplete. | Adequately identifies and describes the concept, or idea and its components; gathers and examines information relating to theconcept, or idea; satisfactorily presents and appraises information with only minor inconsistencies, irrelevancies, or omissions. | Effectively formulates a clear description of the concept or idea and specifies major elements to be examined; selects and prioritizes information appropriate to adressing the concept or idea; accurately and appropriately analyzes and interprets relevant information; precisely. |
|  | **Comments:** | | | |
| **8. Written Communication Skills** | **1--3** | **4--7** | **8--10** | 10 |
| The written project exhibits multiple errors in grammar, sentence structureand/or spelling; inadequate writing skills | Written research project displays good word choice, language conventions, and mechanics with a few minor errors in spelling, grammar, sentence structure | Readability of the project is enhanced by facility in language use/word choice, excellent mechanics, and syntactic variety; uses language conventions effectively |
|  | **Comments:** | | | |
|  | **1--3** | **4--7** | **8--10** | 10 |
| **9. Presentation (Oral Communication Skills)** | Oral presentations cannot be understood because there is no logical sequencing of information; presenter uses superfluous graphics or no graphics do not support or relate to the information presented; presenter reads most or all of the project notes with little or no eye contact, presenter is unprofessional, lacks confidence, is uncomfortable, and cannot answer basic questions | Information is presented in a sequence that the audience can follow ; graphics support and are related to the content of the project;presenter maintains eye contact with the audience with a few minor exceptions;presenter reads from notes on a few occasions; presenter is comfortable for the most part and adequately answers questions | Information is presented in a logical, interesting, and effective sequence, which the audience can easily follow; oral presentation uses effective graphics to explain and reinforce the information presented ; presenter maintains eye contact with audience, seldom returning to notes; presenter is professional, confident, comfortable, and answers questions effectively |
|  | **Comments:** | | | |