

School of Marketing and International Business

## **IBUS 308 ST: BUSINESS SIMULATION GAME**

Trimester 3, 2012

### **COURSE OUTLINE**

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#### **Names and Contact Details**

Course Coordinator: Professor David Crick  
Room 1120, Rutherford House  
Telephone: 04 463 6953  
Email: [david.crick@vuw.ac.nz](mailto:david.crick@vuw.ac.nz)

Office hours: By appointment

Course Administrator: Asako Clear  
RH 1121, Rutherford House  
Phone 04 463 5723  
E-mail [asako.clear@vuw.ac.nz](mailto:asako.clear@vuw.ac.nz).

School Office opening hours: Monday to Friday: 9:00 – 16:30

#### **Trimester Dates**

From 7 January 2013 to 17 February 2013.

#### **Withdrawal from Course**

1. Your fees will be refunded if you withdraw from this course on or before 11 January 2013.
2. The standard last date for withdrawal from this course is 25 January 2013.

After 25 January 2013, students forced to withdraw by circumstances beyond their control must apply for permission on an '*Application for Associate Dean's Permission to Withdraw Late*' including supporting documentation. The application form is available from either of the Faculty's Student Customer Service Desks.

#### **Class Times and Room Numbers**

Tuesday, Thursday and Friday: 14.40 – 16.30, RWW 129

#### **Course Delivery**

This course is student centred and will use a mixture of lectures and group work discussions in the form of tutorials, plus there will be business game/simulation time.

## Group Work

Due to the nature of the simulation some decisions and writing-up will be undertaken outside of scheduled class time and specific details will be agreed with course participants.

## Expected Workload

Hours are as follows: class time 40; reading 40, group work discussions 30; and writing reports plus preparing presentations 40.

## Course Learning Objectives

By the end of this course, students should be able to:

- 1 Apply basic business concepts in a simulated business environment;
- 2 Justify what, how and why particular decisions were made in a dynamic group setting;
- 3 Demonstrate the ability to work effectively in a team.

## Course Content

This International Business special topic will be delivered over a 'block' period during the Summer trimester. After reading the starting point for the simulation, core business concepts (including how they may differ in an international context) and receiving introductory lectures to reinforce this, students will be allocated to teams and make group decisions that they need to log and justify via various assessments. Students will receive advice on working in teams, e.g. issues surrounding group dynamics. Teams will initially be required to write a plan outlining their vision, goals, and broad strategies. A trial simulation will take place to allow students to understand how the game will run plus become accustomed to making group decisions and working in teams. The trial simulation will also allow students to reflect on their initial plan before undertaking the 'actual' simulation. Oral presentations will be made during the trial and actual simulations. Written reports providing a justification of group decisions will be submitted after both the trial and actual simulations. Both written reports will involve individual submissions to reflect views on what, how and why decisions were made and the functioning of teams in respect of their plan. Tutorials will be held with teams during the rounds of the trial and actual simulations (when presentations will be made).

<b>Course Schedule</b>			
	<b>Tuesday</b>	<b>Thursday</b>	<b>Friday</b>
<b>Week 1</b>	Introduction to the simulation and core theories. Outside of class students need to read the manual	Team (group) building activities. Outside of class students must continue to read the manual	Core theories and start of trial simulation (students must have read the manual by this stage and be prepared to defend a plan). Presentations begin
<b>Week 2</b>	Trial simulation continues plus presentations	Trial simulation continues plus presentations	Trial simulation reflection and link to theories
<b>Week 3</b>	Start of actual simulation and new presentations	Actual simulation continues and presentations	Actual simulation continues and presentations
<b>Week 4</b>	Actual simulation continues and presentations	Actual simulation continues and presentations	Actual simulation reflection and link to theories

## Readings

A manual will be provided so this course is self-contained with respect to readings. As mentioned in the course schedule, the manual must be read before the simulation starts as discussions will feature in presentations that are a mandatory course requirement.

## Materials and Equipment

No special requirements.

## Assessment

The course will be assessed on the basis of 100% coursework, described below.

Assessments	Length/Time	Due Date	Value	Objectives Assessed
Presentations during trial simulation (group based with each individual contributing)	Various	See schedule	7.5%	1-2
Presentations during actual simulation (group based with each individual contributing)	Various	See schedule	7.5%	1-2
Written report on trial simulation (reflecting group decisions and team effectiveness, but with an individual submission)	1500 Words	30 Jan 2013 (12 noon)	35%	1,2,3
Written report on actual simulation (reflecting group decisions and team effectiveness, but with an individual submission)	4000 words	17 Feb 2013 (12 noon)	50%	1,2,3

## Penalties

Late work will be accepted without penalty for good reason (e.g. a medical certificate) and prior permission. In other cases, 10% will be deducted for each day, or part day (including weekends), the assignment is late. Failure to attend the ongoing tutorial presentations will make it impossible to pass these components of the course where mandatory requirements must be met – please see the section on mandatory course requirements.

## Use of Turnitin

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <http://www.turnitin.com>. Turnitin is an on-line plagiarism prevention tool which compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and submitted to Turnitin. A copy of submitted materials will be retained on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

### **Mandatory Course Requirements**

In addition to obtaining an overall course mark of 50 or better, students must complete all four pieces of assessment and obtain at least 40% in each. Failure to attend the ongoing tutorial presentations will make it impossible to pass these components of the course where mandatory requirements must be met.

### **Class Representative**

A class representative will be elected in the first class, and that person's name and contact details made available to VUWSA, the course coordinator and the class. The class representative provides a communication channel to liaise with the course coordinator on behalf of students.

### **Communication of Additional Information**

Announcements will be made during class and on Blackboard. Materials relevant to the course will also be made available on Blackboard. Please check both your official VUW e-mail and Blackboard regularly.

### **Link to general information**

For general information about course-related matters, go to <http://www.victoria.ac.nz/vbs/studenthelp/general-course-information>

### **Note to Students**

Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and academic audit. The findings may be used to inform changes aimed at improving the quality of VBS programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

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