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MBA 655.01: The Game of Business

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MBA 655 - The Game of Business
June 26-30, 1-4 pm in GBB 213

Files to Download: The online manual (manual.xls) and planner workbook (Plan1.xls) are available for downloading. You should go to the Business School Computer Lab and download those two files from the following mapped drive:

Classes on 'Sentinal'/Tangedahl/655/Handouts

Please study the manual and familiarize yourself with the planner workbook prior to the first day of class. Unfortunately I will not be available for questions until June 26.

Prerequisites: You must be a graduate student in the UM system.
 You will be required to use (but not create) an Excel workbook.

Credit: This is a one credit course, it may not be taken pass/fail or audit.

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Pre-Course Work: An online manual will be available on this web site by June 19. The manual will explain the operation of the simulation game and the use of planner workbook. The planner workbook is an Excel workbook and it is used for planning and submitting decisions while playing the game. We "hit the ground running" and play the simulation game on the first day of class, so prospective students should download and thoroughly themselves with the online manual prior to the start of the course.

Course Description: Learn the fundamentals of running a business by playing a computerized business simulation game. You will be a member of a management making marketing, production, and financial decisions for a multimillion-dollar company. Your team will be in head-to-head with other teams trying to capture the market. You will use the latest computer hardware and

The number of students on a management team depends on the number students enrolled in the class, typically there are 2-4 students per team. The simulation game will be played for three years, playing 4 quarters of year during one class period. Each management team will use the workbook to optimize and submit decisions for each quarter. Decisions include production decisions (e.g. ordering parts, setting production volume, or expanding the plant), marketing decisions (e.g. setting price and advertising), and financial decisions (e.g. borrowing, issuing bonds, or buying back stock). Results, in the form of financial statements, will be provided immediately following each quarter. The winning team for the will be determined by the value of the stock price at the end of the year. The simulation game will be played on days 1, 3, and 5 of the course, days 2 and 4 used for instruction and planning.

Grading: Your grade will be determined by your teams performance (50%) and by individual paper (50%). Team performance is measured by stock price the end of each year of play. Your individual paper should be approximately

10 pages long and will analyze your team's performance in the game.
individual paper is due within 1 week after the end of the course.