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BADM 448.01: Management Game

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BADM 448 - Syllabus for Spring 2004

Prerequisites: -Senior standing, all business core courses completed.

-Everyone must have an email account and have access to and be able

to use Excel (version 7.0 (95) or newer).

-You will also use word-processing software, PowerPoint, and Internet Explorer.

-Optional software includes web design and graphics software for

the Marketing Presentation.

Instructor: Lee Tangedahl Office: GBB313

Email: lee.tangedahl@business.umt.edu Phone: (243)-6687

Office Hours: 9:30-11:00 Tuesday and Thursday

Course Description: In this course you will be expected to "put it all together" and utilize what you have learned in your previous business courses. You will be a member of a management team (2-4 members per team) which will be taking over the management responsibilities for a simulated company. Your company will be in direct competition with other companies in the industry and 50% of your grade will be determined by how successful you are in maximizing the wealth of your stockholders. The game will run for three years and prior to each year, each team will submit either a planning report or a marketing plan. Then each year will be run in four quarters - each team will submit decisions, the simulation will compute the results, and each team will receive a set of financial statements and a market summary report each period. At the end of each year the winning team will be determined by the year ending common stock price. At the end of years 1 and 2, each team will make an oral presentation analyzing the year. This course will challenge your ability to use a computer, to solve problems, to work as a part of a team, to prepare written documents, and to express yourself orally. Each team will be provided with an Excel spreadsheet which can be used for planning and preparing pro forma financial statements. Decision files will be submitted and result files will be received on the internet using Blackboard.

Grading:

1. Lab Test (5%): using Planner workbook.

Year 1: 40 points

2. Annual Plans (20%): submitted at the beginning years 1 and 2.

Year 1: 60 points Year 2: 100 points

3. Individual Presentations (10%): presented at the end of years 1 and 2.

Years 1 and 2: 40 points each

4. Attendance: you will lose 5 points for each absence on the day of a presentation.

5. Marketing Presentation (15%): presented at the beginning of year 3.

Year 3: 120 points

6. Playing the Simulation (50%): based on your year-end stock quotation.

Year 1: 100 points Year 2: 150 points Year 3: 150 points

7. Peer Evaluation: to determine the distribution of points for 5 and 6 above.

Note: 1 through 4 are individual grades, 5 and 6 are team grades.