Business Admin 458 – Spring 2014
Management Decision Games

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Office Hours: 1745-1900 Thursday or email for appointment

Course Objective/Learning Outcomes
. Learning outcomes include how to:
  o Develop management strategy and business policy, both domestically and internationally
  o Formulate mission, objectives and strategy
  o Integrate a company’s functional area objectives
  o Develop teamwork skills
  o Prepare a formal business strategy plan and annual report
  o Present a formal analysis of your plans and results, and respond to questioning by judges


Specific instructions for the reports that modify the manual requirements will be distributed when they arrive.

A draft of your Business Plan will be due to me for review and suggestions. The final version must be postmarked March 10. The Annual Report to Shareholders must be delivered upon arrival at the competition.

Course Requirements
This is a computer-based simulation of a manufacturing firm with domestic and international subsidiaries. The team will compete as members of the management of a simulated company producing and selling a consumer durable good. You will be making marketing, production and finance decisions. The model is interactive so that marketing decisions, for example, may influence the sales of competitors as well as the sales of the firm making the decision. The dates of the in-person portion of the competition are Apr 24-26. This will be held in Anaheim.

Business Plan: Four copies of your corporate business plan, as of the end of Year 3 and for Years 4-7, and your Goal Attainment Report (GAR) for Years 4-7, should be mailed to Annette Lohman in Long Beach by Monday, March 10, 2014. A mail date after March 10, 2013 will cause a penalty for being late. Specific instructions for the Business Plan and GAR will follow shortly in a separate email.

I will email you the file with the data for Year 2, Quarter 4 when it is sent to me.

Presentation to Business Honors Seminar on Apr 10 about 4:30.

You will receive additional information in mid-March regarding the final reports. A detailed schedule of all conference activities will be provided when you check-in at the ICBSC registration table.

Team Evaluation Form will be distributed after the competition. These are due to me by May 1.