

ILLINOIS VALLEY COMMUNITY COLLEGE



Course Syllabus

Division: Natural Sciences and Business

Course: BUS 2260 – Integrated Business Operations

Date:

Semester Hours: 3

Lecture hours per week: 2

Labs hours per week: 2

Seminar hours per week: 0

Other hours: 0

Prerequisite: Sophomore standing in a business program or consent of instructor

Semester Offered: Spring

Instructor(s): Steljes

I. CATALOG DESCRIPTION

This course offers students in business programs the opportunity to form and run a small company. Each student company prepares a marketing plan; formulates a budget; designs, manufactures and sells a product; and does a cost analysis. Students have the opportunity to interact with those from different functional areas and develop an understanding of the overall considerations involved in running a business.

II. EXPECTED LEARNING OUTCOMES AND RELATED COMPETENCIES:

Upon completion of the course, the student will be able to:

1. solve problems in a team setting.
2. demonstrate improved oral communication skills at the interpersonal level through team interaction.
3. present a formal report in a simulated professional setting.
4. prepare various written communications including meeting summaries, budgets, and marketing plans.
5. better understand how their area of study relates to the other components of a business.
6. demonstrate greater proficiency in their area of specialization.

III. COURSE CONTENT:

PROJECT TIMELINE FOR MIMIC-MANUFACTURING

First month:

- Introduction of MIMIC concept
- Formation of business groups
- Team building exercises completed
- Product decisions made

Second month:

- Marketing survey conducted and results interpreted
- Engineering designs completed
- Prototype produced

Third month:

- Sales forecast projected
- Production budget completed
- Advertising campaign prepared
- Production begun

Fourth month:

- Production completed
- Sales campaign conducted including MIMIC Fair

Fifth month:

- Cost analysis completed
- Recommendations made based on costs and results of test market sales.

PROJECT TIMELINE FOR MIMIC-DAYCAMP

First month:

- Introduction of MIMIC concept
- Team building exercises completed
- Formation of business departments
- Marketing survey conducted and results interpreted
- Advertising campaign prepared

Second month:

- Sales forecast projected
- Sales campaign begun
- Organizational recruitment completed
- Budgets prepared

Third month:

- Sales campaign completed
- Internal control problems solved
- Strategic planning completed

Fourth month:

Camp conducted
Fifth month:
Cost analysis completed
Recommendations made based on costs and results of camp

THREE-YEAR SIMULATION

Quarterly decisions submitted for three-year period
Analysis of results prepared

IV. INSTRUCTIONAL METHOD:

Students are provided with real life situations in a classroom setting. They are instructed to make their own decisions and cope with the results of those decisions.

V. INSTRUCTIONAL MATERIALS:

Text: *Manager: A Simulation*; Smith, Third Edition, Houghton Mifflin

V. STUDENT REQUIREMENTS AND METHODS OF EVALUATION:

Evaluation is subjective, based on projects and related work.

VI. REFERENCES: