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IS 448.01: Management Game

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IS 448 - Syllabus for Spring 2007

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

Instructor: Lee Tangedahl

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Phone: (243)-6687

Office Hours: 11:00-12:30 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 40% 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 quarter. At the end of each year the winning team will be determined by the year-end common stock price. At the end of years 1 and 2, each person 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:

0. SOBA Career Development Assignment (5%)

30 points

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

pre-Year 1: 30 points

2. Annual Plans (25%): submitted at the beginning years 1 and 2.

Year 1: 60 points

Year 2: 90 points

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

Year 1: 30 points

Year 2: 30 points

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

Year 3: 90 points

5. Playing the Simulation (40%): based on your year-end stock quotation.

Year 1: 80 points

Year 2: 80 points

Year 3: 80 points

Note: 0, 1, 2, and 3 are individual grades, 4 and 5 are team grades.

Peer Evaluations: used to determine the distribution of points for 4 and 5 above.

Submission Deadlines: due dates and times for Annual Plans, Marketing Plan, and Peer Evaluations are specified in the accompanying schedule, you will definitely lose points if you do not

meet the deadline.

Calculate Points:

30	5.00%					
30	5.00%		5%			
					500	600
60	10.00%			0.05	25.00	30.00
90	15.00%	25.00%	25%			
30	5.00%	10.00%	10%			
30	5.00%					
90	15.00%		15%			
80	13.33%					
80	13.33%	40.0%	40%			
<u>80</u>	13.33%					
600						
		80				

700	800	900	1000
35.00	40.00	45.00	50.00