

**SAN JOSE STATE UNIVERSITY**  
College of Business  
Department of Marketing

**Management Simulation Competition**  
**BUS294-11**  
**Summer 2008**

**Dr. Kenneth C. Gehrt**  
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**OFFICE HOURS:**

1 hour preceding each class (Rose Orchard)  
8-9, Tue and Thu (BT958)  
And by appointment, or drop by.

**REQUIRED READINGS:**

--Cadotte, Ernie (2003), Marketplace (simulation) (Business Management Level) (PURCHASE WITH CREDIT CARD, FIRST CLASS SESSION).

**COURSE OBJECTIVE:**

The course objective is to thoroughly integrate experiences and knowledge from throughout the MBA-one program in the context of a multidimensional, realistic, business simulation in which companies compete to market PCs to five distinct target markets. Marketing, management, finance, MIS, and accounting competencies are all called upon. Teams are challenged by the need to reconcile strategic and tactical demands on budgets and decisions.

**CLASSROOM FORMAT:**

Class sessions are devoted primarily to team deliberations related to eight decisions that are made in the course of the business simulation. The instructor begins by identifying important issues in the upcoming decision and then commences to circulate from group to group in the capacity of a consultant.

**GRADING POLICY:**

Grades will be determined on the basis of five grade components.

Simulation Intermediate Performance*	20 points
Simulation Final Performance*	40 points
Simulation Group Strategy Paper*	10 points
Simulation Group Presentation*	20 points
Quizzes	<u>20 points</u>
Total	110 points

+Simulation components are affected by peer review

**ATTENDANCE:**

Mandatory.

**ACADEMIC INTEGRITY**

Students are encouraged to share intellectual views and discuss freely the principles and applications of the course materials. However, graded exercises must be executed independently, except where noted by the instructor. This course operates under the SJSU academic code as described in the SJSU Catalog.

**SIMULATION**

The simulation provides you with the opportunity to test your marketing decision-making knowledge across a broad spectrum of decision areas. Consequently, the multidimensional quarterly decisions are a departure from the more specialized responsibilities that many of you have faced in your daily occupational pursuits. Teams will operate within groups of 3-4. The large number of interrelated decisions that you will make are probably best managed by organizing/specializing within your group. But although specialization is recommended, coordination is necessary to achieve success. Decisions made in isolation are likely to result in unsatisfactory performance indices since product, promotion, distribution, price, and other decisions are interrelated. Thus, each team member is best served by knowing about everything else that is going on.

**Simulation Performance Points**

Teams can earn up to 60 points for their simulation performance. Points are determined by factoring your "cumulative overall performance" points with regard to 1) primarily, your performance within your industry and 2) secondarily, a comparison of the two industries. Up to 20 points can be earned for your cumulative balanced score after period #5 and up to 40 points can be earned on the basis of your cumulative balanced score after period #8.

**Simulation Strategy Paper Points**

Teams can earn up to 10 points for their simulation strategy paper. This concise, 3-page paper (double-spaced, 11-point Times New Roman, 1-inch margins top, bottom, left, right) is due before decision #5. Decision #5 is a crucial decision since you will begin to invest in R&D. Your R&D investment is shaped by many factors including the segments that you plan to pursue in the future, the moves that competition has made, and your current financial status which will determine whether you are able to effectively pursue R&D investment for high-end segments, to name a few.

**Simulation Presentation Points**

Teams can earn up to 20 points for their simulation presentation. It is possible to earn maximum points on the presentation without earning maximum points on performance. The corollary, maximum performance points do not ensure maximum presentation points.

Teams should focus on a mortem of final results (period #9) explaining what was done right and how and, perhaps more importantly, what could have been done differently and how. A period-by-period recount of what was done is likely to be inadequate. To earn maximum presentation points, teams must expertly document the mistakes successes engineered in achieving objectives. A data-driven approach is the most effective way to document your successes and failures. Endeavor to identify and understand all of your important successes and mistakes and communicate them clearly to the class.

**Peer Review**

You will have the opportunity to evaluate your team colleagues. Be sure to maintain an active profile throughout the duration of the simulation. Less than satisfactory evaluations will result in point deductions for those who did not contribute and point additions for those who did.

**To purchase simulation:**

Log on to: [web.student.marketplace-simulation.com](http://web.student.marketplace-simulation.com)

**To 1) sign up and to 3) make decisions:**

Log on to: [www.marketplace6.com](http://www.marketplace6.com) (DO NOT SIGN UP UNTIL YOU HAVE BEEN ASSIGNED TO A TEAM)

**For websupport:**

[websupport@marketplace-simulation.com](mailto:websupport@marketplace-simulation.com)

**CALENDAR\***

<b>Date</b>	<b>Activity</b>	<b>Simulation Decisions etc.</b>
4/28	Work on Q1 Work on Q2	Q1 due in class Q2 due 5/3, 11:59pm
5/5	Work on Q3	Q3 due 5/10, 11:59pm
5/12	Work on Q4	Q4 due 5/17, 11:59pm
5/19	Work on Strategy Paper Work on Q5	Paper due 5/21 Q5 due 5/26, 11:59pm
5/30 Friday	Work on Q6	Q6 due 5/31, 11:59pm
6/2	Work on Q7	Q7 due 6/6, 11:59pm
6/6 Friday	Work on Q7	Q7 due 6/6, 11:59pm
6/9	Work on Q8	Q8 due 6/13, 11:59pm
6/16	Presentations	