American Business

Preliminary Syllabus

Instructors: Susan Holson and Tamie-Jo Dickinson

Meeting Dates: July 14-18 & 21-25

Meeting Time: 8:30 a.m. - 3:30 p.m.

Location: TBD

**Course Description**

American Business is a unique 15-day summer program designed to introduce high school students to business as a possible career. In a team-based simulation, students learn about the business world by running their own company as they solve daily business challenges together.

Through daily class meetings and participation with a sophisticated business simulation model, student teams learn how each decision affects all aspects of an enterprise. Each day, students make business decisions and receive new reports about the business’s results. The daily decisions become more complex by allowing students to manipulate more features of their businesses.

Guest speakers and field trips to local businesses are an integral part of the course. You’ll hear first hand accounts of real-world successes and failures in different industries and be able to see businesses operating. Planned guest experiences include IBM, Unilever (Ben & Jerry’s), JDK Design, and Select Design.

**Course Goals**

Understand the primary business functions:

* marketing
* finance and accounting
* new product development
* operations
* human resources

Grasp what it means to run a company or to work in one

Recognize the various roles that business staff perform

**Unintended Learning Outcomes**

Develop effective teamwork

Improve all aspects of communication – especially listening

**Pre-Class Assignment**

Students experiment with the single player simulation to become comfortable with the methodology used in this class. NOTE: Log in information is supplied by the Director upon registration.

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| 7/14 | Introductions, Group Assignments, Panel DiscussionDiscussion: Marketing Simulation: Market Analysis, Trial RolloverPlanning: Strategic 5-year Plan Report |
| 7/15 | Discussion: Marketing Simulation: General Strategy, Trial RolloverGuest Speaker |
| 7/16 | Simulation: Pricing, Advertising, Public Relations, Sales Forecasting & Production; Rollover 1Review resultsRollover 2 |
| 7/17 | Field TripDiscussion: Operations PlanningSimulation: Factory Capacity, Quality, Production Efficiency & Long-term debt; Rollover 3Planning: New Product Launch Analysis |
| 7/18 | Field TripDiscussion: FinanceSimulation: New Product Launch, Specs/Cost of Existing Product, Issue/Purchase Equity, Issue DividendRollover 4Planning: New Product Launch de-brief |
| 7/21 | Field TripDiscussion: New Product LaunchesSimulation: Another new product launchRollover 5Planning: Review 5-year strategy |
| 7/22 | Guest SpeakerDiscussion: Investor RelationsSimulation: Another new product?, Investor relationsRollover 6ReviewRollover 7 |
| 7/23 | Field TripDiscussion: IntegrationRollover 8 |
| 7/24 | Guest Speaker or Field TripRollover 9Debrief |
| 7/25 | Guest SpeakerPresentation of results; reflect on learning experienceAwards |