

# Universidad Autónoma de Coahuila

## BUSINESS SIMULATION II



# INTRODUCTION TO THE SUBJECT

## **PRESENTATION OF THE SUBJECT**

Business simulation II is part of the study plan for the Bachelor of International Business, taught at a distance by the Autonomous University of Coahuila, through the General Coordination of Distance Education, aimed at people who, for geographical reasons, work and of another nature they do not have access to the conventional educational modalities.

At the end of the subject, the student will gain knowledge about the importance of using simulation in business for decision-making within the different areas of a company.

Lo anterior mediante la realización de ejercicios prácticos, solución de problemáticas específicas, lecturas diarias, consultas doctrinales y jurisprudenciales y también a través de algunas referencias de normas internacionales.

## **OBJECTIVE OF THE SUBJECT**

Know the definition of simulation, its characteristics and the applications that are given within companies to carry out problem solving.

## **THEMATIC CONTENT**

### **UNIT I. TECHNOLOGY AND DATA FOR SIMULATION AND BUSINESS TECHNIQUES**

- Simulation for the register and sales report.
- Scope and limitations.
- Simulators of business with continuous improvement process.
- Simulators of models of functional areas.

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## UNIT II. THE ADMINISTRATOR AND ITS ANALYSIS FOR THE PROBLEM SOLVING

- Types of problems
- Problem definition
- Ways for identifying problems
- General clasification of problems
- Process for problem solving
- Definition of the objective to reach
- Problem identification
- Generation of solution alternatives
- Solution's implementation
- Problem solving as a team
- Method and analysis techniques of problems
- Scientific Method
- Induction-Deduction Method
- Pareto Diagram
- Cause-effect diagram
- Brainstorming
- Solution types
- Professional ethics in the solutions

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## UNIT III. ENTREPRENEUR

- Entrepreneur characteristics
- Basic concepts of entrepreneur
- Applications of diagnostic test development (auto diagnostic test and entrepreneur)
- Portfolio of entrepreneurial ideas
- Process of creating ideas for entrepreneurial projects
- Dynamics for the idea's generation, evaluation, selection and conceptualization
- Technical, commercial and financial feasibility
- Intellectual property
- Norms and procedure for registration at the Mexican institute of intellectual property

## UNIT IV. BUSINESS SIMULATOR

- Definitions and applications of business simulation
- Concept, importance and usefulness of simulators
- Basic construction of quantitative models
- Application of a simulation model of business
- The simulation and its environment
- Making decision in the simulator

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## GENERAL EVALUATION

To report your final grade obtained from the sum of unit percentages you must have compulsorily completed or delivered the following:

- Development of the lessons.
- Answer all the evaluation questionnaires by unit.
- Carry out and deliver the Final Project within the established time.
- Respond to the Final Evaluation.

The lack of any of these requirements will cause the non-accreditation of the course.

In case of not accrediting the course in the ordinary period with a grade equal to or greater than 70, you will have to present an extraordinary assessment that integrates a knowledge test with a value of 40% and a project with a value of 60%, giving the total final grade. of the course; If you do not obtain a passing grade, you will have to register for the course again. In this case, you will have to challenge the subject and if you do not pass, you must request a 5th opportunity exam from the department responsible for the program.

### *NP (Did not present)*

- If you do not comply with the delivery of at least 50% of the Activities and Exercises on the Platform, it will be reported as NP grade. (without the right to extraordinary evaluation).

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REMEMBER THAT THE MINIMUM PASSING GRADE IS 70

EVALUATION	POINTS
UNIT 1	20
UNIT 2	20
UNIT 3	20
UNIT 4	20
FINAL PROJECT	10
KNOWLEDGE ASSESSMENT	10
<b>TOTAL</b>	<b>100 POINTS</b>

## **PROYECTO FINAL**

As part of the evaluation to pass the current subject, it is necessary to present a final project. The specifications are below.

The following topic was chosen in particular: **Process for solving problems.**

**Instructions:**

1. Choose a company in your area, it can be of any type and size.
2. Investigate what is a relevant problem that it presents regularly.
3. After choosing the most important problem, you will propose a solution using each of the steps in the process for solving problems.

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4. Prepare a flow chart to represent the previous steps explicitly.
5. At the end, elaborate an interpretation of the diagram and the conclusion about the solution found using your own words.

## The project must contain:

Cover: general information of the student and name of the project.

Carry out the process for solving problems, and the corresponding diagram, its interpretation and personal conclusion.

## CHECK LIST

<b>Elements</b>
Analyze and propose an effective solution.
Includes each of the steps in the process for solving problems.
Carry out the corresponding process, diagram and conclusion
<b>Total = 10 POINTS</b>

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## RECOMMENDED BIBLIOGRAPHY

*Theory of Modeling and simulation*, Second edition, Bernard P. Zeigler Herbert Praehofer Tag Kim. Editorial Academic press.

*Management Dynamics in the Knowledge Economy*, Rizun, Nina & Taranenko, Yurii.

## WORKFLOW

- Each unit consists of the following elements:
- Thematic Content: presentation and analysis of concepts, theoretical foundations, implications and applications of the topic referred to in the corresponding unit.
- Reading Controls: specific questions about the readings made under a multiple choice system and / or False and True, which will allow you to check that you have reviewed and read each of the readings that have been assigned to you. Remember that they can have value in your evaluation.
- Activities: application of the theoretical knowledge acquired which is evaluable under specific checklists and acquires a weight in the evaluation.
- Exercises: practices that help reinforce knowledge for a better evaluation result. Even when they do not have an evaluation percentage within the unit, it is **INDISPENSABLE** that those indicated in the Activities and Exercises portfolio are integrated according to the feedback provided by the facilitator.
- Forums: talks used to exchange ideas and opinions on topics related to the subject, necessary to assess understanding of the topics.



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- Sending tasks: the activities and exercises when completed must be sent through the tasks section on the virtual platform.
- Unit evaluation: it consists of a series of items that are evaluated to check the knowledge acquired within the unit.
- The activities and exercises presented within the portfolio of activities should be corrected according to the feedback provided by the facilitator.
- Before finishing your subject you must answer a final evaluation that includes the contents of the entire subject.

**Note:** Remember that before starting your subject you should read the introductory lesson to the subject, in which you will be able to know the following elements that compose it and under which you will be evaluated:

- Presentation
- Welcome
- Introduction
- General objective
- Themes and subtopics
- General evaluation guidelines
- General evaluation of the course in points
- Portfolio of activities and exercises
- Final project

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- Recommended references
- Way of working
- References used