**ÇAĞ UNIVERSITY**

**2018-2019 Spring Semester**

**“MAN 446 Business Simulation Assignment”**

The Business Simulation assignment is a project in which students writes two reports one being draft and the other one is the final report. For the draft report, students are expected to prepare the base for the final report by explaining the business concepts that they will use while they will be playing the “Simulation Game”. The final report will be more complex and it will include the students experince during the simulation and students analysis of the game strategies of their own company in the game. The details for each report is below.

Assignment deliverables are:

1. For the draft academic paper, students should prepare a report describing the related concepts such as “Porter’s generic strategies, branding, brand awareness, quality, brand loyalty, balance sheet, income statements, stock price, stock exchange, total share, earning per share, equity per share, P/E ratio and P/B ratio, dividend payout ratio, annual return, lifetime return, dividend yield, credit limit, issue new shares” and etc. which had been explained during the class session. (in the first class session after the midterm week.)
2. based on the draft paper students should complete their reports by adding their simulation game play experience and relate these experience to the business concepts (in the last class session).
3. a short presentation of their findings.

The evaluation of the Business Simulation Project will be as follows;

* **Simulation Results 60%**
* **Presentation 10%**
* **Final Paper 30%**

**The students must follow the deadline for the project !**

International Finance and Banking

International Trade and Logistics International Management

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