

**FLORIDA GULF COAST UNIVERSITY  
LUTGERT COLLEGE OF BUSINESS  
MARKETING DEPARTMENT  
MAR 4930 ST: BUSINESS SIMULATION  
EXCHANGE PROGRAM TO AUDENCIA  
SPRING 2020**

**COURSE INFORMATION**

---

**Course name: ST: BUSINESS SIMULATION (Exchange Program to Audencia)**

**Credit hours: 3**

**CRN: 14149**

**Faculty of Record:**

Dr. Brent Baker, Ph.D.  
Associate Professor of Marketing

**Office:**

Lutgert Hall 3337

**Office hours:**

Monday: 12:30-3:00 pm

Tuesday: 5:00 – 7:30 pm

By appointment

**Phone:**

(239) 590-4348

**Email communication:**

CANVAS

**This is a study abroad course. University and LCOB rules for credit transfer are followed. Credits will transfer once student has successfully satisfied all course requirements set by Exchange Program to Audencia and by the faculty of record at FGCU.**

**Catalog course description (Audencia Business School):**

This course relies on a computerized business game, played by teams for a set number of rounds, which places students in a situation very close to these they will encounter in actual firms: evaluation on performance, dependence on team competencies, ability to manage time, competition and stress. This approach of real business life by simulation trains participants to know how to behave more accurately and promptly when confronted with various management issues that may arise in their future.

**Course objectives:**

Upon completion of this course students should be able to:

- Understand better the relation between marketing and strategy.
- Evaluate the financial and accounting consequences of diverse commercial choices.
- Define marketing actions.
- Criticize marketing plans.

**IMPORTANT INFORMATION:**

---

The course syllabus and schedule, including the grading policy, is tentative. I reserve the right to make changes as may be necessary throughout the semester. Any changes that take place will be announced through CANVAS.

## **ACADEMIC BEHAVIOR STANDARDS AND ACADEMIC DISHONESTY**

---

FGCU's stated policies on academic honesty will be strictly enforced. Students are expected to have read, be familiar with and follow these policies.

All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the FGCU Student Guidebook under the *Student Code of Conduct* and *Policies and Procedures* sections. All students are expected to study this document which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at <http://studentservices.fgcu.edu/judicialaffairs/new.html>

Students must only submit materials that are their own creation and include attribution for any ideas or language that is not their own. All sources used in the preparation of an assignment and all direct quotes must be clearly identified. No materials are to be submitted in more than one course without the prior written permission of each instructor.

## **DISABILITY ACCOMMODATIONS SERVICES**

---

Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university's guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please contact the Office of Adaptive Services. The Office of Adaptive Services is located in Howard Hall 137. The phone number is 239-590-7956 or TTY 239-590-7930.

## **STUDENT OBSERVANCE OF RELIGIOUS HOLIDAYS**

---

All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence.

## **LIBRARY RESOURCES**

---

Main page: <http://library.fgcu.edu/>

Tutorials & Handouts: <http://library.fgcu.edu/RSD/Instruction/tutorials.htm>

Research Guides: <http://fgcu.libguides.com/>

Faculty Support: [http://library.fgcu.edu/faculty\\_index.html](http://library.fgcu.edu/faculty_index.html)

Contact: <http://library.fgcu.edu/LBS/about/contactus.htm>

