

ACCT1002: Business Simulation and Report (40%)

No.	Details	Allocated Mark	Awarded Mark
1.	Business Simulation (5%)		
	<p>Completion of the simulation game (i.e., making all decisions, without leaving any decisions incomplete).</p> <p>Profit/loss will have no impact on marks.</p> <ul style="list-style-type: none"> • Your spreadsheet must to be completed and submitted in Microsoft Excel (.xls or .xlsx format <u>only</u>). Submitting your spreadsheet in any other format (such as pdf or screenshot) will result in a mark of zero (0) for both the Business Simulation (5%) and Ratio Calculation (15%) as we will not be able to mark your submission; • Your submission must be made on Blackboard under “<u>Business Simulation Excel Submission</u>” folder which you will find on Blackboard under “Assessment 3 – Business Simulation and report” (scroll all the way to the bottom to see the submission link). 	5	
2.	Ratio Calculation (15%)		
	<ul style="list-style-type: none"> • Correct calculations of all ratios from both tabs of the business simulation spreadsheet (i.e., 2019 Ratio Analysis and 2020 Ratio Analysis) • Please also show your final answer (Do not show workings) <ul style="list-style-type: none"> • Please use a calculator to calculate your ratios (do not type in excel formula as will show as working as will be marked incorrect) • Ratios are to be rounded to 4 decimal places • Please use the formula provided next to each ratio in the spreadsheet • Each ratio calculation carries 0.5 marks (30 ratios in total to calculate) 	15	
3.	<p>Report (20%) – Please use template provided on Blackboard under “Assessment > Assessment 3 > Business Simulation Spreadsheet and Template”.</p> <p>Please note that for this assessment, you are not allowed to make use of an AI tool to assist you to write your</p>		

	<p>report. This is not required and the use of AI tool will not only result in a low score but also be deemed as an academic misconduct. The content of the report is an analysis, in your own words, of your own company and based on your own decisions.</p> <p>Your submission must be made in Microsoft word and uploaded to Turnitin upload to Turnitin using the <u>“Business Simulation Report Submission”</u> folder which you will find on Blackboard under “Assessment 3 – Business Simulation and report” (scroll all the way to the bottom to see the submission link).</p>		
	<p>Introduction:</p> <ul style="list-style-type: none"> • Please provide a brief introduction outlining the purpose of this report. Your introduction must contain: <ul style="list-style-type: none"> ○ A brief overview of your company; ○ Strategies implemented; ○ Introduce the purpose of this report; ○ Summarize key performance figure and trend from the analysis. 	1	
	<p>Body:</p> <ul style="list-style-type: none"> • Write a report to compare the movement of each ratio; • You will be required to write a short paragraph analyzing the ratio from 2019 to 2020; • You will also need to provide potential (logical and feasible) explanations to explain the movement; • Please see exemplar below: <p><i>Profitability Ratios – Net Profit Margin</i></p> <p>As seen from our ratio analysis, the 2019 net profit margin was 0.5 (222,222/444,444) and the 2020 net profit margin was calculated as 0.38 (150,000/400,000). This demonstrates a drop of 24%. This movement can be explained by a decline in both the Net Profit (from \$222,222 in 2019 to \$150,000 in 2020) and decline in Net Sales (from \$444,444 in 2019 to \$400,000 in 2020). However, the reduction in Net Profit was proportionately higher than the reduction in Net Sales. This decline can be explained by the reduction in sales volume and selling price for pizzas (as a result of offering combo deals) due to COVID 19.</p> <p><i>{Numbers used in this example are assumed figures}. The % movement is calculated as (2020 figure-2019 figure)/2019 figure (i.e. [(0.38 – 0.5)/0.5]}.</i></p>	15	

	<p>Please note that the above is a very brief example only – Do Not Copy and Paste from the above (your analysis needs to have significantly more detail in explaining the movements. When doing so, you may consider the following:</p> <ul style="list-style-type: none"> • Describe the overall trend and evaluate (positive or negative change) - include the figures generated from the simulation and percentage that you calculated; • Describe the changes in each of the variables used to calculate the respective ratio (i.e., the numerator and denominator); • Comment of the relative changes in the numerator and denominator (provide percentage change, which change was more significant, which change had the highest impact on the ratio etc); • Provide qualitative comments to explain the movements (both in nominator and denominator and overall ratio) – Simply stating “COVID-19 is insufficient; your explanations need to relate to your decision(s) made. 		
	<p>Conclusion:</p> <p>In your conclusion, please provide the following (please remember that this part is worth the most marks; therefore, this part needs to be quite significant in quantity as compared to other parts):</p> <ul style="list-style-type: none"> • The overall performance of your company from the simulation (i.e., profit or loss). Then, please break your analysis further into the three ratio categories (profitability, liquidity, and financial stability). Please state the profit / loss amount along with other key figures that you deem important; • Possible explanation explaining the movements in your profit / loss and other key ratios; • Possible recommendations <ul style="list-style-type: none"> • If you had a loss, what do you think is the major decision that caused the loss? • What could you have done to result to a profit instead? • If you had a profit, what major decisions made caused the profit? • What could you have done to improve the profit? • What is the future direction of your business? 	3	

	Grammar and Structure of the Report / Rounding Marks	1	
Additional Comments:			
<p>Once you have completed all three milestones described above, you will be required to upload both your completed Business Simulation spreadsheet and word document report as follows (<i>Please refer to the video posted on Blackboard under “Assessment > Assessment 3 – Business Simulation and Report > <u>“How to submit your Business Simulation and Report”</u> for a walk-through on how to submit your report and spreadsheet):</i></p>			
<p>a) Your completed Simulation (the full spreadsheet) – please label the file as “studentno.lastname.campus.xlsx” (i.e., “12345678.Smith.Bentley.xlsx”) and upload to “Business Simulation Excel Submission” folder which you will find on Blackboard under “Assessment 3 – Business Simulation and report; and</p>			
<p>b) Your report (ensuring that you follow the structure as outlined in section 3 above) in word version – please label the file as “studentno.lastname.campus.doc” (i.e., “12345678.Smith.Bentley.docx”) and upload to Turnitin using the “Business Simulation Report Submission” folder which you will find on Blackboard under “Assessment 3 – Business Simulation and report.</p>			
STUDENT GRADE - TOTAL OUT OF 40		40	

Comments

