

## CA - SBC between Firm Comparisons Marking Scheme

### Grading

- A. Goal Statement 20%
- B. Performance 50%
- C. Final Report 30%

The statement of game goals, game performance, and the annual report of the game firm are inherently group assignments and will be marked as such.

#### **(A) Statement of Objectives and Strategy ("statement of game goals").**

This report should outline the following in three pages or less:

1. The responsibilities of each individual in the firm
2. A set of goals for the firm
3. A set of general policies to achieve the goals
4. A specific means-ends analysis to achieve the goals

#### **(B) The Game Performance itself will be graded in the following manner**

1. Each team will have specific goals for the game. These are:
  - a. Accumulated shareholder equity
  - b. Final market share
  - c. Total sales (in dollars)
2. At the end of play, each firm is ranked in comparison to the other competitors on each of these criteria with a rank of 1 given to the worst ranking team and consecutive numbers to each consecutive team.
3. Rankings are then added to achieve a numerical game grade. The maximum score will be the number of teams in the industry multiplied by three (the specific goals). This numerical game grade may then be turned into a percentage.
4. Five bonus marks may be given in specific instances where a firm was able to make a significant improvement in one round of the game.
5. Data in the form of peer ratings will be collected so as to convert the group grade to an individual grade.

#### **(C) Final Report**

The final report should consist of a synopsis of how the firm did with respect to other firms and on its own. Explanations should be provided for why certain policies succeeded or failed as well as what the firm's next step would be.