

**WILMINGTON UNIVERSITY  
COLLEGE OF BUSINESS  
BASIC COURSE INFORMATION**

**COURSE TITLE:** Simulation for Business Analytics  
**COURSE NUMBER:** BBA 370  
**PRE-REQUISITE**

B-4 Calibrate and validate simulation models

**GOAL C:**

Develop an understanding of how to interpret the results of business simulations and communicate actionable insights to business decision makers

**Learning Objectives:** The student will:

- C-1 Develop point and confidence interval estimates of simulation results
- C-2 Incorporate estimates of precision into output estimates
- C-3 Compare the results of alternative simulation models to determine the most applicable model
- C-4 Communicate results, along with strengths and weaknesses of different simulation models to decision makers

**GOAL D:**

Demonstrate proficiency in the use of spreadsheet software (Microsoft Excel) that supports business simulation

**Learning Objectives:** The student will:

- D-1 Use Excel to develop and utilize a variety of business simulation models
- D-2 Develop a thorough knowledge of available Excel functions and tools to generate random variates, discrete and continuous distributions, and develop point and confidence interval estimates
- D-3 Gain hands-on experience using general business simulation software

**GOAL E:**

Students will exercise critical thinking strategies including problem solving, analysis, and evaluating possible alternatives for business simulation problems

**Learning Objectives:** The student will:

- E-1 Make a logical decision based on the evidence
- E-2 Recognize why analytical thinking is important for business simulation
- E-3 Recognize and identify possible alternatives to solve a business simulation problem