

**BUS 264A, Integrated Case***1.5 Credits, 21 hours*

A comprehensive final examination to the program within a group setting is represented by this course. Students compete against one another as consultants solving real life business problems that have been presented in a case competition format.

*Prerequisites: Completion of at least ten other Accounting or Business Diploma courses.*

**Instructor**

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**Office Hours**

Monday 11:00 a.m. – 12:00 p.m.  
Tuesday 11:00 a.m. – 12:00 p.m.  
Wednesday 2:00 p.m. – 12:00 p.m.

**Hours of Instruction**

Friday, November 4, 2016 10:00 a.m. – 5:00 p.m. in Room # S212  
Saturday, November 5, 2016 10:00 a.m. – 2:00 p.m. in Room # S212  
Friday, November 18, 2016 10:00 a.m. – 5:00 p.m. in Room # CC273

**Required Resources**

Primer on Strategic Analysis (electronic attachment)

**Course Outcomes**

Upon successful completion of this course, students will be able to:

- Communicate business-related information persuasively and accurately in oral, written, and graphic formats.
- Work in a manner consistent with professional standards, practices and protocols while working effectively with co-workers, supervisors and others.
- Develop customer service strategies to meet the needs of internal and external stakeholders.
- Apply knowledge of the human resources function, marketing function, financial function, operations management to solve real life business problems.
- Utilize research skills to gather, interpret, analyze and evaluate data from primary and secondary resources.
- Apply creative-problem solving skills to address business problems and opportunities.
- Take into account the impact of the economic, social, political, and cultural variables which affect a business operation.

- Demonstrate leadership and management knowledge and skills to assist in the planning, directing, and controlling of an organization.

### **Evaluation**

*This course is a pass/fail.*

### **Proposed Schedule of Topics**

Welcome to the Integrated Case Competition. We call this an “integrated” case because it will require you to integrate your knowledge of a range of functional areas in addressing the issues in the case and developing a strategy to deal with those issues. The issues are not limited to marketing, accounting, operations or human resources.

Your team will take the perspective of a team of consultants retained by the client. Your team will be expected to:

- Advise with respect to the strategic direction of the firm.
- Provide a thorough and insightful analysis of the company’s current situation.
- Recommend any strategic changes that your analysis suggests are needed.
- Provide an action plan outlining a timetable and necessary resources for the changes to be made.
- Present a professional, polished plan to the clients and be prepared to support your recommendations.

### **Please Note:**

Date and time allotted to each topic is subject to change.

**Authorization**

This course outline has been reviewed and approved by the Program Chair.

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[First Name, Last Name], Instructor

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Business Chair

Date Authorized

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Guy Harmer, Dean

Date Authorized

**Signed copies to be delivered to:**

Instructor

Registrar's Office