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  
Nermin Zukic, Ed. D., MBA  
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780-791-4829  
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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.

[First Name, Last Name], Instructor

<table>
<thead>
<tr>
<th>Business Chair</th>
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<tr>
<td>Guy Harmer, Dean</td>
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Signed copies to be delivered to:
Instructor
Registrar's Office