

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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Office Hours

Monday 11:00 a.m. – 12:00 p.m.
Tuesday 10:00 a.m. – 12:00 p.m.
Wednesday 10:00 p.m. – 12:00 p.m.

Hours of Instruction

Friday, November 3, 2017 1:00 p.m. – 5:00 p.m. in Room # CC273
Saturday, November 4, 2017 10:00 a.m. – 4:00 p.m. in Room # CC273
Friday, November 17, 2017 1:00 p.m. – 4:00 p.m. in Recital Theater

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.

Student Responsibilities

It is your responsibility as a student to contact the Office of the Registrar to complete the forms for Withdrawal or Change of Registration, and any other forms. Please refer to the list of important dates as noted in the Academic Schedule in the Keyano College credit calendar.

More specific details are found in the Student Rights and Student Code of Conduct section of the Keyano College credit calendar. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Student Code of Conduct Policies.

Student Attendance

Class attendance is useful for two reasons. First, class attendance maximizes a student’s learning experience. Second, attending class is a good way to keep informed of matters relating to the administration of the course (e.g., the timing of assignments and exams). Ultimately, you are responsible for your own learning and performance in this course.

It is the responsibility of each student to be prepared for all classes. Students who miss classes are responsible for the material covered in those classes and for ensuring that they are prepared for the next class, including the completion of any assignments and / or notes that may be due.

Academic Misconduct

Students are considered to be responsible adults and should adhere to principles of intellectual integrity. Intellectual dishonesty may take many forms, such as:

- Plagiarism or the submission of another person’s work as one’s own

- The use of unauthorized aids in assignments or examinations (cheating)
- Collusion or the unauthorized collaboration with others in preparing work
- The deliberate misrepresentation of qualifications
- The willful distortion of results or data
- Substitution in an examination by another person
- Handing in the same unchanged work as submitted for another assignment
- Breach of confidentiality.

The consequences for academic misconduct range from a verbal reprimand to expulsion from the College. More specific descriptions and details are found in the Student Rights and Student Code of Conduct section of the Keyano College credit calendar. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Student Code of Conduct Policies.

In order to ensure your understanding of the concept of plagiarism, you must successfully complete the online tutorial found on ilearn.keyano.ca. Then print the certificate, sign it, and show it to each of your instructors. Your course work will not be graded until you show this signed certificate.

Specialized Supports

Counselling and Accessibility Services

Counselling Services provides a wide range of specialized counselling services to prospective and registered students, including personal, career and academic counselling.

SKILL Centre

The SKILL Centre is a learning space in the Clearwater Campus at Keyano College where students can gather to share ideas, collaborate on projects and get new perspectives on learning from our tutorial staff.

The SKILL Centre, through a variety of delivery methods, provides assistance in skill development to Keyano students. Assistance is provided by instructors, staff and student tutors. Individuals wishing to improve their mathematics, writing, grammar, study, or other skills, can take advantage of this unique service.

Authorization

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

Nermin Zukic, Instructor

Nermin Zukic, Business Chair

Date Authorized

Vincella Thompson, Dean

Date Authorized

Signed copies to be delivered to:

Instructor

Registrar's Office