



Course Outline

Business Administration Diploma

Winter, 2016

BUS 264 Integrated Case

1.5 credits, 21 hours lab

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.

Prerequisite: Completion of all other Accounting or Business Diploma courses

Instructors

Gina Jackson
CC244
780-791-8952
gina.jackson@keyano.ca

Office Hours (also available by appointment or drop in)

Monday 11:00 a.m. – 1:00 p.m.
Tuesday 12:00 p.m. – 2:00 p.m.
Wednesday 10:00 a.m. – 11:00 a.m.

Hours of Instruction

Friday, January 22 10:00 a.m. to 1:00 p.m. CC273
Friday, January 29 10:00 a.m. to 11:00 a.m. CC273
Friday, February 19 10:00 a.m. to 5:00 p.m. CC273

Required Resources

Primer on Strategic Analysis (electronic attachment)

Course Outcomes

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

1. Communicate business-related information persuasively and accurately in oral, written, and graphic formats
2. Work in a manner consistent with professional standards, practices and protocols while working effectively with co-workers, supervisors and others
3. Develop customer service strategies to meet the needs of internal and external stakeholders
4. Apply knowledge of the human resources function, marketing function, financial function, operations management to solve real life business problems

5. Utilize research skills to gather, interpret, analyze and evaluate data from primary and secondary resources
6. Apply creative-problem solving skills to address business problems and opportunities
7. Take into account the impact of the economic, social, political, and cultural variables which affect a business operation
8. 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.

Performance Requirements

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:

1. advise with respect to the strategic direction of the firm
2. provide a thorough and insightful analysis of the company’s current situation
3. recommend any strategic changes that your analysis suggests are needed
4. provide an action plan outlining a timetable and necessary resources for the changes to be made
5. present a professional, polished plan to the clients and be prepared to support your recommendations

The expectations will be delivered through a professional presentation and a written analysis. The class is structured so that the first meeting is an introduction to the expectations and outcomes. The second meeting will provide you with an opportunity to ask your client questions. The third meeting is intended for all of the case presentations.

Authorization

This course outline has been reviewed and approved by the Dean.

Gina Jackson, Instructor/Chair

Guy Harmer, Dean

Date Authorized

Signed copies to be delivered to:
Instructor
Registrar's Office