

BUS 264A, Integrated Case

1.5 Credits, 21 hours

This course is designed to have students apply their knowledge acquired within the program as a comprehensive examination. Course is conducted within a group setting. Students compete against one another as consultants solving real life business problems that have been presented in a case competition format. Best individuals are selected to represent College at provincial Alberta Deans of Business competition.

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

Instructor

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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

Tuesday, November 12, 2019 3:30 p.m. – 6:30 p.m. in Room TBA
Saturday, November 16, 2019 11:00 am – 3:00 pm in Room TBA
Tuesday, November 19, 2019 3:30 p.m. – 6:30 p.m. in Room TBA
Friday, November 22, 2019 11:00 a.m. – 5:00 p.m. in Doug Schmit Theater

Some of the related preparatory work will take place outside of the classroom.

Please note that dates and times are preliminary and subject to change.

Required Resources

Case methodology – Ivey Publishing (uploaded and available on Moodle)

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 course and 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 may not be limited to marketing, finance, 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.
- Apply suitable case analysis methodology.
- 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.

Required Skills & Abilities

Enrolment in the Business Department program and courses, requires the following skills and abilities:

Behavioural

- Ability to work independently or as a member of a group or team
- Engage with self and others to create a safe environment.
- Respond appropriately in situations that are stressful or that involve conflict
- Ability to listen and follow instructions
- Ability to manage time and meet deadlines

Cognitive

- Remember and recall information over a brief period of time.

- Remember and recall information over an extended period of time.

Environmental Ability

to function in the presence of each of the following commonly encountered and unavoidable environmental factors:

- Distractions
- Noise
- unpredictable behaviour of others

Psychomotor

- perform repetitive movements and tasks
- perform complex sequences of hand-eye coordination

Technical

- Ability to use a desktop/laptop computer
- Ability to navigate the college's online Learning Management System(Moodle) and other publisher-specific LMS.

Performance Requirements**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 students' 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

The Student Academic Support Services (SASS) department: Accessibility Services, Skill Centre, Wellness Services and Student Life Department work together to support student success at Keyano College.

Accessibility Services (CC167) supports student success through group and individualized instruction of learning, study and test taking strategies, and adaptive technologies. Students with documented disabilities, or who suspect a disability, can meet with the Learning Strategists to discuss accommodation of the learning barriers that they may be experiencing. Students who have accessed accommodations in the past are encouraged to visit our office at their earliest opportunity to discuss the availability of accommodations in their current courses. Individual appointments can be made by calling 780-791-8934.

Skill Centre (CC119) provides a learning space where students can gather to share ideas, collaborate on projects and get new perspectives on learning from our tutorial staff. Students visiting the centre have access to one-to-one or group tutoring, facilitated study groups, and assistance in academic writing. The Skill Centre's Peer Tutor program provides paid employment opportunities for students who have demonstrated academic success and want to share what they have learned. Tutoring is available free to any students registered at Keyano College on a drop in basis, from 8:30 am to 5:00 pm Monday through Friday. Additional evening hours are subject to tutor availability and are posted in the Skill Centre.

Wellness Services (CC260) offers a caring, inclusive, and respectful environment where students can access free group and individual support to meet academic and life challenges. Mental Health Coordinators offer a safe and confidential environment to seek help with personal concerns. The Mindfulness Room in CC260 is available as a quiet space for students to relax during regular office hours. Wellness Service welcomes students to participate in any of the group sessions offered throughout the academic year addressing such topics as Mindfulness and Test Anxiety. Individual appointments can be made by calling 780-791-8934.

Student Life Department (CC210) is a place for students to go when they don't know who else can answer their questions. The staff will help students navigate barriers to success and if they don't know the answer, they will find it out. Student success is directly affected by how connected a student feels to their college. The student life department is there to help students get connected.

Please watch your Keyano email for workshop announcements from our Student Academic Support Services team.