

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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Hours of Instruction

There are three mandatory ONLINE (Zoom, Teams) class meetings. For detailed list of activities please refer to the attached table.

Office hours

Online per individual arrangement, via Teams, Zoom

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.
- Deliver their analyses in a variety of formats including live / f2f, video-recording, or other.

Evaluation

This course has a Pass / Fail grade. Student may fail this course due to absence from required sessions, inactivity or substandard contribution to the group based on the peer-feedback.

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 (www.keyano.ca/creditcalendar).

The Keyano College credit calendar also has information about Student Rights and Code of Conduct. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and 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 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; and
- 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 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 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 Services department is committed to Keyano students and their academic success. There are a variety of student supports available at Keyano College during the Spring Session. Due to the continuing situation with the Covid-19 pandemic, the offered support services will be implemented differently this semester by being provided virtually.

All student services are available during Keyano business hours: Monday to Friday, 8h30-16h30.

Accessibility Services: provides individual and group learning strategy instruction for all students. Meet with a Learning Strategist to learn studying and test-taking strategies for online classes.

Students with documented disabilities, or who suspect a disability, can meet with a Learning Strategist to discuss their current learning barriers and possible accommodations. Students who have accessed accommodations in the past are encouraged to contact us to request them for the semester. Please note that requesting accommodations is a process and requires time to arrange. Contact us as soon as you know you may require accommodations. For accessibility services supports and to book a virtual appointment, please contact accessibility.services@keyano.ca.

Wellness Services: 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. All individual appointments will continue virtually.

Wellness Service welcomes students to participate in any of the virtual group sessions offered throughout the academic year addressing topics including mindfulness and test anxiety.

Individual virtual appointments can be made by emailing wellness.services@keyano.ca. If you require mental health supports outside of business hours, please contact 211 from anywhere in Alberta to receive information about community supports.

Library Services: provides students with research and information supports as they engage in their studies. Although the Keyano Library is physically closed, we remain open online.

Library staff are available to support you virtually during the spring semester. For library service supports and inquiries, please email askthelibrary@keyano.ca.

Individual support with the Information Librarian will be provided virtually. Appointments can be requested by email or by placing a [Book a Librarian](#) request using the following online form: <https://forms.keyano.ca/Library/Virtual-Book-A-Librarian>.

Research and Subject Guides are helpful resources when conducting research or addressing your information needs. To view a subject or course specific guide, use the following [Subject Guides](#) link: <http://keyano.beta.libguides.com/?b=g&d=a>. To access additional research resources, including Citation Guides (APA, MLA, Chicago, or IEEE), go to the Research Help Library page: <https://www.keyano.ca/en/student-services/research-help.aspx>

For the most up to date information relating to the Library, please view the Library Closure Information box on the [Keyano Library homepage](#) or by going directly to this page: <https://www.keyano.ca/en/student-services/library-closure-information.aspx>

Tutoring Supports: for tutoring supports and assistance with course content, please contact your instructor during office hours or by appointment. In addition, we invite you to meet virtually with a Learning Strategist to ensure that you have a study system that works for your learning needs. Learning Strategists can help you maximize instructor office hour time.

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

E-Learning

Your computer is a vital component of learning and it is highly recommended that it be in a good working condition with a stable internet connection. We suggest that your computer comply with these basic requirements:

Operating System

Windows 7, 8 or 10 (Windows 10 is recommended)

Mac OS X 10.13 and newer

ChromeOS

Tablet or phone running Android (5.0+) or iOS (11.0+)

Updated Browser

Firefox

Chrome

Edge

Safari

Connectivity

A stable internet connection (Performance may vary on extremely slow connections)

Computer Hardware

Storage:10GB

Memory (RAM):4GB

Processor:2.0Ghz or faster (AMD or Intel)

Connectivity:Wi-Fi or LAN

Online Classes

Although we provide minimum computer requirements as guidelines, online classes are presented using Microsoft Teams and Zoom. The recommended computer requirements for these programs can be found at the respective links:

MS Teams: <https://docs.microsoft.com/en-us/microsoftteams/hardware-requirements-for-the-teams-app>

Zoom: <https://support.zoom.us/hc/en-us/articles/204003179-System-Requirements-for-Zoom-Rooms>

Should your instructor make use of proctoring software, it may be necessary to have a computer that has access to a webcam. Please contact your instructor for more information regarding the evaluations.

Computer Software

Students will be able to get access to Microsoft Office 365 for Free using Keyano Credentials from the following link: <https://www.keyano.ca/en/student-services/software.aspx?mid=12144>

Recording of lectures and Intellectual Property

Students may only record a lecture if explicit permission is provided by the instructor or by Accessibility Services. Even if students have permission to record a lecture or lecture materials, students may not publish any of the lectures or lecture materials, this includes any recordings, slides, instructor notes, etc. on any platform. Thus no student is allowed to publish or sell instructor notes without formal written permission. It is important to recognize that the Canadian Copyright Act contains provisions for intellectual property.

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