

# Business Administration

Course Number:

BUAD ( )Tj ET EMC /P <</MCID 16 >>BDC Q q 207 370.44 338.1

**Professor**

| <b>Name</b>   | <b>Phone number</b> | <b>Office</b> | <b>Email</b>                                       |
|---------------|---------------------|---------------|--|
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**Team Formation:**

You will form pseudo management consulting teams in the first week of class. Teams will be generally 3-4 people with one person acting as the Managing Partner and the others as partners. The Managing Partner for each team will determine how the team wishes to carry out the assignment including leadership, division of tasks, etc. It is expected that all team members will contribute productively to all team exercises in the course.

**Individual Case Study Assignment (5 marks)**

At the start of the course, students will be assigned a short case dealing with a problem/opportunity facing a professional services firm. Students will hand in a short brief on the case for evaluation of their ability to critical identify issues, causes, the criterion by which the solutions needs to be evaluated and their recommended solution and why.

**Team Mini Case Presentations (15 marks)**

Each team will be given an original mini case written by your professor with the condition that the team will only be assigned the mini case with a few hours' notice. The team will need to form their own lockdown and solve the case according to the format below. They will then present the case analysis in class to the professor and classmates. The mini cases shall be conducted over two weeks in the first half of the course. For each mini case, the job of each team is to:

Determine the decision or problem statement;

Conduct a proper situation analysis with the goal of determining the main strategic issues that must be addressed to answer the decision facing the PSF in each case. The external analysis may include identification of dominant economic characteristics; driving forces; key success factors; and competitive forces. The internal analysis may include identifying strengths and weaknesses and mapping them against opportunities and threats. You may also use relevant worksheets from BUAD 340 Strategic Management

Every analysis must draw implications from the external and internal analysis relating to the case decision statement. ; ( )Toe-tBody <</MCID9(e)2.6(at)- Td [(ii)2.6(n) B

**Required Texts/Resources**

There is no text book for this course. A package of readings has been prepared by the professor and must be purchased from the Okanagan College Bookstore.

Course Schedule

| Date     |    | Topic   |
|----------|----|---|
| Week of: |    | Tues., Jan. 3 Classes begin for all academic programs<br>Mon., Feb. 13 Family Day - No classes<br>Tues., Feb. 14 to Fri., Feb. 17, Mid-semester break - No classes<br>Mon., Apr. 10 Last day of regularly-scheduled classes<br>Wed., Apr. 12 to Wed., Apr. 26 Final exam period*<br>*Fri., Apr. 14 to Mon., Apr. 17 Easter - No exams |
| Jan      | 2  | Class Introductions and Teams Chosen/ Course Review<br>Introduction/Characteristics of Professional Service Firms<br>The Five "I" Model for a PSF<br>Personal Career Plan Ice Breaker   |
|          | 9  | Business Strategy in PSFs<br>Case Analysis Methods Review of 340 Approach for PSF's   |
|          | 16 | The Professional as Manager<br><i>PSF Case Study – Individual Assignment – Discussion In Class – Agency.com</i>   |
|          | 23 | Critical Thinking & Decision Making<br>Performance Measures in PSF's<br><i>4 Mini Case Presentations</i>  |
|          | 30 | Critical Thinking & Decision Making<br>Economics of Professional Service Firms<br><i>4 Mini Case Presentations continued</i>  |
| Feb      | 6  | Aligning Strategy and Organization in Professional Service Firms<br><i>Part I Individual Career Plan Due</i> <span style="float: right;"><i>Individual</i></span>   |

