


# Business Administration

Course Number: **BUAD 306**

Course Title: **MANAGING PROFESSIONAL SERVICE FIRMS**

Credits: **3**

**Professors**

| Name  | Phone number | Office | Email |
|---|--------------|--------|-------|
|  |              |        |       |

**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 must identify the problem, conduct a situation analysis, 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. By conducting your analysis in this manner, you will logically identify causes of the problem facing the PSF and these implications will lead you to identify the main strategic issues in the case.

Once the causal analysis is complete, identify the main strategic management issues that must be resolved to address the decision statement and rank these using the main factors relating to the decision statement. These could be a form of SMUG which is defined as:

- Seriousness - The relative impact in terms of people and/or dollars
- Manageability - The relative ability to mitigate or reduce the hazard
- Urgency -

Notes

**PowerPoint Presentations:**

Your instructor has prepared a series of proprietary power points which shall serve as the basis

**Case Study Approach:**

The main critical thinking skills from Strategic Management BUAD 340 are used in several areas of this course. You must have taken Buad 340 or be taking it concurrent with this course.

**Student Commitment**

Students must complete all course requirements; students must pass the final exam to pass this course. Regular class attendance is required. Written and oral communication is an integral part of this course.

**Required Texts/Resources** There is no text book for this course. A package of readings has been prepared by the professor and

## Course Schedule

| Date     | Topic     |
|----------|-----------|
| Week of: | Wednesday |

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## STUDENT CONDUCT AND ACADEMIC HONESTY

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### What is the Disruption of Instructional Activities?

OC interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### What is Cheating?

Attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying