



**Professors**

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**Learning Outcomes**

<p>Upon completion of this course students will be able to</p> <ul style="list-style-type: none"> <li>evaluate the unique characteristics of professional service firms (PSFs)</li> <li>differentiate PSFs from other types of firms</li> <li>develop the skills required to be part of a successful PSF</li> <li>develop strategy for ownership, governance, organization, people development, leadership, and management within a PSF</li> <li>analyze the critical management issues faced by PSFs</li> <li>design a personal career plan to become a professional</li> </ul>
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**Course Objectives**

<p>This course will cover the following content:</p> <p>See course schedule</p>
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**Evaluation Procedure**

Individual Case Study Assignment	<b>5%</b>
Team Mini Case Presentations	<b>15%</b>
Part I Career Plan Individual Written Assignment OBSA Business Reception Individual Assignment	<b>15%</b>

### **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. 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.

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**Notes**

**PowerPoint Presentations:**



