



Business Administration

Course Number:	BUAD 306
Course Title:	MANAGING PROFESSIONAL SERVICE FIRMS
Credits:	3
Calendar Description:	This course explores the challenges of leading professional service firms by exploring the unique characteristics of professional service firms and their implications for strategy, leadership, management, governance and organization. The course will also introduce frameworks and methods for analyzing professional service firms as well as provide an overview of the skills required to succeed in such firms.
Semester and Year:	WINTER 2021
Prerequisite(s):	Minimum third-year standing
Corequisite(s):	BUAD 340
Prerequisite to:	No
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	Elective for BBA degree
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	
Originally Developed:	September 2007
EDCO Approval:	September 2010
Chair's Approval:	

Professors

Name	Phone number	Office	Email
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Learning Outcomes

Upon completion of this course students will be able to

- evaluate the unique characteristics of professional service firms (PSFs)
- differentiate PSFs from other types of firms
- develop the skills required to be part of a successful PSF
- develop strategy for ownership, governance, organization, people development, leadership, and management within a PSF
- analyze the critical management issues faced by PSFs
- design a personal career plan to become a professional

Course Objectives

This course will cover the following content:

See course schedule

Evaluation Procedure

Guest Speaker Reflection	10%
Digital Networking Reflection	10%
Team Interview Exercise	10%
Team Mini Case Presentations	10%
Group Reflective Interview	15%
Part I Career Plan Individual Written Assignment	10%
Part II Career Plan Individual Written Assignment	10%
Part III Completed Career Plan Report	25%
Total	100%

Notes

Student Commitment

Students must complete all course requirements. Regular class attendance is required. Written and oral communication is an integral part of this course.

Required Texts/Resources There is no textbook for this course.

Course Schedule

Date		Topic
2021 Week of		Monday, January 11 – First Day of Classes Monday, February 15 – STAT Tuesday, February 16 – Friday, February 19 – Reading Break Friday, April 2 – Monday, April 5 - STAT Friday, April 16 – Last Day of Regular Classes
Jan	11	Introduction to the course Teams chosen
	18	Business Strategy
	25	Performance Measures
Feb	1	The Professional as Manager
	8	Critical Thinking & Problem Solving
	15	Reading Week no classes
	22	Ethics
Mar	1	Dimensions of Client Service
	8	Networking
	15	Culture
	22	The 13 Cs
	29	Personal Development
Apr	5	Developing People
Apr	12	Group Reflective Interviews
Apr	19 - 28	Final Exam Period

SKILLS ACROSS THE BUSINESS CURRICULUM

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

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties 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?

“Cheating includes but is not limited to dishonest or 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 information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

What are the Students’ Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format www.okanagan.bc.ca. Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 7th edition (2019)). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.