



ORIGINAL COURSE IMPLEMENTATION DATE:
 REVISED COURSE IMPLEMENTATION DATE:
 COURSE TO BE REVIEWED: (six years after UEC approval)
 Course outline form version: 09/15/14

September 2017
 February 2023

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: BUS 493		Number of Credits: 3 Course credit policy (105)																	
Course Full Title: Case Competition Course Short Title (if title exceeds 30 characters):																			
Faculty: Faculty of Professional Studies		Department (or program if no department): School of Business																	
Calendar Description: This course provides students with analytical and presentation skills needed to make evidence-based decisions for real-life business problems and excel in case competitions. Students learn to solve time-sensitive business problems and defend their recommendations to a panel of judges.																			
Prerequisites (or NONE):		Admission to the Bachelor of Business Administration and 75 university-level credits.																	
Corequisites (if applicable, or NONE):		None																	
Pre/corequisites (if applicable, or NONE):		None																	
Equivalent Courses (cannot be taken for additional credit) Former course code/number: Cross-listed with: Equivalent course(s): <i>Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.</i>		Transfer Credit Transfer credit already exists: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Transfer credit requested (OReg to submit to BCCAT): <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (if yes, fill in transfer credit form) Resubmit revised outline for articulation: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No To find out how this course transfers, see bctransferguide.ca .																	
Total Hours: 45 Typical structure of instructional hours: <table border="1"> <tr><td>Lecture hours</td><td></td></tr> <tr><td>Seminars/tutorials/workshops</td><td>45</td></tr> <tr><td>Laboratory hours</td><td></td></tr> <tr><td>Field experience hours</td><td></td></tr> <tr><td>Experiential (practicum, internship, etc.)</td><td></td></tr> <tr><td>Online learning activities</td><td></td></tr> <tr><td>Other contact hours:</td><td></td></tr> <tr><td>Total</td><td>45</td></tr> </table>		Lecture hours		Seminars/tutorials/workshops	45	Laboratory hours		Field experience hours		Experiential (practicum, internship, etc.)		Online learning activities		Other contact hours:		Total	45	Special Topics Will the course be offered with different topics? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If yes, different lettered courses may be taken for credit: <input type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input checked="" type="checkbox"/> Yes, no limit <i>Note: The specific topic will be recorded when offered.</i>	
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Other contact hours:																			
Total	45																		
		Maximum enrolment (for information only): 25 Expected frequency of course offerings (every semester, annually, every other year, etc.): Annually																	
Department / Program Head or Director: Dr. Frank Ulbrich		Date approved: November 2016																	
Faculty Council approval		Date approved: December 9, 2016																	
Campus-Wide Consultation (CWC)		Date of posting: January 20, 2017																	
Dean/Associate VP: Dr. Tracy Ryder Glass		Date approved: December 9, 2016																	
Undergraduate Education Committee (UEC) approval		Date of meeting: February 24, 2017																	

Learning Outcomes

Upon successful completion of this course, students will be able to:

- LO 1. Work effectively in a team;
- LO 2. Critically analyze real-life business cases;
- LO 3. Develop novel and implementable recommendations to solve a real-life business problem;
- LO 4. Prepare compelling presentations;
- LO 5. Defend to a panel of judges why their solution is the most appropriate;
- LO 6. Participate in a case competition.

Prior Learning Assessment and Recognition (PLAR)

☒ Yes ☐ No, PLAR cannot be awarded for this course because

Typical Instructional Methods (guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion)

Teaching cases, presentations, and peer-evaluations.

Grading system: Letter Grades: ☒ Credit/No Credit: ☐ Labs to be scheduled independent of lecture hours: Yes ☐ No ☒

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Text(s) and Resource Materials (if more space is required, download Supplemental Texts and Resource Materials form)

Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1. Mauffette-Leenders, L. A., Erskine, J. A., & Leenders, M. R.	Learning with Cases	<input checked="" type="checkbox"/>	Leenders and Associates	
2. Ellet, W.	The Case Study Handbook: How to Read, Discuss and Write Persuasively About Cases	<input checked="" type="checkbox"/>	Harvard Business Publishing	
3.	IVEY cases	<input type="checkbox"/>		
4.	Harvard Business cases	<input type="checkbox"/>		
5. Weissman, J.	Presenting to Win: The Art of Telling Your Story	<input checked="" type="checkbox"/>	Pearson FT Press	

Required Additional Supplies and Materials (software, hardware, tools, specialized clothing, etc.)

Access to Microsoft Office suite, and business attire.

Typical Evaluation Methods and Weighting

Final exam:	-	Assignments:	-	Midterm exam:	-	Practicum:	-
Quizzes/tests:	-	Lab work:	-	Field experience:	-	Shop work:	-
Class participation:	30%	Presentation:	30%	Term paper/report:	40%	Total:	100%

Details (if necessary):**Typical Course Content and Topics**

Module One: Identifying the problem (LO 1, 2)

- Learning by the case method; how to study and discuss cases
- Avoiding getting lost in numbers
- Dealing with uncertainty and missing information

Module Two: Developing a solution (LO 1, 3)

- Applying different perspectives to a problem
- Brainstorming and evaluating different solutions
- Developing a strategy for solving a business problem

Module Three: Presenting your ideas (LO 1, 4–6)

- Presenting ideas in words; how to write a convincing report
- Developing compelling presentations
- Presenting findings to a larger audience and a panel of judges
- Participating in a case competition