

| COURSE OUTLINE | | |
|--|--|----------------------------|
| TERM: <i>Summer 2023</i> | COURSE NO: <i>BADM 313</i> | |
| INSTRUCTOR: | COURSE TITLE: <i>Case Competition Preparation</i> | |
| OFFICE: LOCAL: E-MAIL: @capilanou.ca | SECTION NO(S): | CREDITS: <i>3.0</i> |
| OFFICE HOURS: | | |
| COURSE WEBSITE: | | |

Capilano University acknowledges with respect the Lilwat7úl (Lil'wat), xʷmə ṽ 0kʷəyəm (Musqueam), shíshálh (Sechelt), Sḵwxwú7mesh (Squamish), and Səlílwətaʔ/Selilwitulh (Tseil-Waututh) people on whose territories our campuses are located.

COURSE FORMAT

Supervised applied learning experience, 4 hours per week over a 15-week semester offered in person. May be offered in mixed mode or online.

COURSE PREREQUISITES

45 credits of 100-level or higher coursework; OR 6 NABU credits and CMNS 305

CALENDAR DESCRIPTION

In this course, students will focus on the critical analysis of current business practices through the use of case studies to develop their integrative decision-making, negotiation and presentation skills. Major emphasis of this experience is to allow students to put existing business education skills into practice while learning new business skills.

COURSE NOTE

It is recommended that students take BADM 350 after completion of this course. Departmental approval is required to register in this course.

REQUIRED TEXTS AND/OR RESOURCES

Students will become members of the American Marketing Association as part of this course and their membership will be reimbursed at 100%. <https://www.ama.org/ama-member-benefits/>

COURSE STUDENT LEARNING OUTCOMES

At the end of the course, students will be able to

- Apply critical evaluation and critiquing skills to assess relevant information for business decisions
- Assess industry and organizational situations utilizing appropriate analysis techniques to

- generate and evaluate realistic alternatives
- Create a comprehensive industry client focussed plan by applying and integrating theories from various business disciplines to real-world situations
- Design and deploy quantitative and qualitative primary research tools

COURSE CONTENT

| Module | Topic |
|--------|--|
| 1 | Client and client problem overview Secondary research and Digital Audit |
| 2 | Primary research – plan, survey instrument |
| 3 | Final submission of situational analysis Survey completion |

Weeks 14-15 are the final exam period. There is no final exam for this course.

EVALUATION PROFILE

| Assessment | Percentage of final grade |
|------------------------|---------------------------|
| Situational Analysis | 35% |
| Primary research | 30% |
| Status Reports | 15% |
| Assignment Case Review | 10% |
| Reflection | 10% |
| Total | 100% |

GRADING PROFILE

| | | | |
|-------------|------------|------------|-----------|
| A+ = 90-100 | B+ = 77-79 | C+ = 67-69 | D = 50-59 |
| A = 85-89 | B = 73-76 | C = 63-66 | F = 0-49 |
| A- = 80-84 | B- = 70-72 | C- = 60-62 | |

Incomplete Grades

Grades of Incomplete “I” are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments

Assignments are due at the beginning of the class on the due date listed. If you anticipate handing in an assignment late, please consult with your instructor beforehand.

Missed Exams/Quizzes/Labs etc.

Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor.

*** Accommodations can be made to honour community needs and traditional practices.

Attendance

Students are expected to attend all classes and associated activities.

English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices:

Students may use electronic devices during class for note taking only.

On-line Communication

Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or eLearn; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

UNIVERSITY OPERATIONAL DETAILS**Tools for Success**

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <https://www.capilanou.ca/student-life/>

Capilano University Security: download the [CapU Mobile Safety App](#)

Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information:

<https://www.capilanou.ca/about-capu/governance/policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.