



Business Administration

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| 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 2023 |
| 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: | <i>David Rubadeau</i> |

Professor

| Name | Phone number | Office | Email |
|--------------------------------|--------------|---------|---|
| Todd Gillick Course Captain | Prefer Email | K: B207 | tgillick @okanagan.bc.ca |

Learning Outcomes

Upon completion of this course students will be able to:

- x identify and explain the unique characteristics of professional service firms (PSF's) that differentiate them from other firms.
- x demonstrate and apply the skills required required to be part of a successful PSF.
- x formulate the implications for strategy development and implementation, ownership, governance, organization, people development, leadership, and management within a PSF.
- x analyze the critical management issues faced by PSF's.
- x construct and present a personal career plan to become a professional.

| Date | | Topic |
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| 2023 Week Starting Monday: | | Monday, January 9th - Classes Start Monday, February 20th - Statutory Holiday (no classes) Tuesday, February 21st – Friday February 25th mid-semester study break Friday, April 7th – Monday, April 10th – Statutory Holidays (no classes) Friday, April 14 th , Last day of classes |
| Jan | 9 | Class Introductions and Teams Chosen/ Course Review Introduction, Characteristics of Professional Service Firms The Five “I” Model for a PSF; Personal Career Plan Ice Breaker Professional Service Firm case hand out |
| Jan | 16 | Business Strategy in PSFs Case Analysis Methods Review of Approach for PSF’s – Review of Business case solutions template Case breakout session |
| Jan | 23 | The Professional as Manager Case lockdown in class |
| Jan | 30 | Critical Thinking & Decision Making Performance Measures in PSF’s Case lockdown presentations |
| Feb | 6 | Critical Thinking & Decision Making Economics of Professional Service Firms Mini Case presentations |
| Feb | 13 | Aligning Strategy and Organization in Professional Service Firms Career Plan Part I due |
| Feb | 20 | Mid-semester break – no classes |
| Feb | 27 | Dimensions of Client Service The Art of a Conversation with a Professional Career Plan Part II due |
| Mar | 6 | Leading Professional Service Firms Guest Speaker on PSF Leadership |
| Mar | 13 | Knowledge Management in Professional Service Firms Career Plan Part III due People Development Challenge Handed Out |
| Mar | 20 | People Development in Professional Service Firms Applied Exercise in Recruitment and Interviews |
| Mar | 27 | Personal Branding of a Young Professional Guest Panel |
| Apr | 3 | Importance of Culture in Professional Service Firms |
| Apr | 10 | Career Plan Part IV Presentations and Final Plan due |
| Apr | 17 -27 | Final Exam Period |

