

GMGT 7350 (G12) (3.0 CH)
BUSINESS CASE COMPETITIONS
FALL/WINTER 2023/24

INSTRUCTOR

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COURSE DESCRIPTION

As an experiential course, students can expect a dynamic, interactive format with a focus on strategic and disruptive thinking. This course will provide a practical, hands-on application to case analysis with real world consideration. Students will apply analysis tools and dynamic thinking to create future forward, strategic business solutions. Students will practice cross-functional analysis, enhance their presentation skills, develop team building and management capabilities, refine strategy development, and strengthen their ability to create consulting-level deliverables to a panel of business professionals. With a strong focus on real-world, international business strategy, students will be required to apply skills they have learned through other MBA courses, their lived experiences, and their professional careers. All students enrolled in this course are required to participate in competitions.

During the course, the following themes will be covered through practices and group discussions:

- In-depth analysis and opportunity identification
- Enhanced global, regional, and industry knowledge application
- Leverage current trends and external factors to develop holistic consulting solutions
- Implementation of tailored growth strategies and business models
- Advanced presentation narrative and storytelling

Bringing external national and international knowledge and experience is a critical component for providing feasible strategic recommendations. Research on current events and trends and developing external business acumen is expected to excel in competition.

COURSE OBJECTIVES

The objectives of this course will enable students to demonstrate:

- Enhanced written, oral and visual communication skills
- Application of case analysis framework to real-world business challenges
- Refined critical thinking and adaptability to work through multidimensional business strategies
- A global perspective of business including regional market and industry trends
- The ability to work under pressure in a team environment
- Creation of tactical and strategic consulting-level recommendations
- An understanding of narrative and storytelling in business communication

COURSE MATERIALS

Practice case studies will be provided for student use to prepare them for competitions. Students are asked to bring their laptops to class.

COURSE ASSESSMENT

Assessment	Allocation	Due Date	Description	Determination
Participation	20%	Throughout the term	As an experiential course, this class is highly participatory. Students are asked to read, thoughtfully contribute in-class discussions, actively participate in team activities and demonstrate commitment to learning outside of class (latest business trends, current affairs etc.);	Determined by the instructor
Peer Evaluations	10% each, (20% total)	due date TBD	<ul style="list-style-type: none"> · Students will complete a peer evaluation form based on competition participation and allocate grades to their peers. · Peer evaluation form will be provided in class and must be entirely filled out to be considered complete. Peer evaluation should consider: <ol style="list-style-type: none"> 1. Time invested 2. Meaningful contribution 3. Team collaboration 	Determined by student's team
Field Analysis Assignments	10% each, (20% total)	due date TBD	Students will be asked to research a new tool, business discipline or trend as it pertains to the ask of their client as part of a competition.	Determined by the instructor
Consulting log	10%	Due on the 5 th of every subsequent month. (ex. Nov 5 th for October reporting).	<p>Please use preferred app to log hours spent in this course, we recommend Clockify. Hours should be separated by general, comp 1, comp 2, and comp 3 and should include preparation only; no time spent at the competition itself.</p> <p>Reporting should include a screenshot of time as well as written breakdown (activity, time, description). Ex: October Research: 10 hours – research the latest technology in the banking industry and best practices used at local branches Comp 1 (DISC): 15 hours <i>(insert screen shot)</i></p>	Determined by the instructor
Refinement Assignment	10% each, (20% total)	Due Date TBD	Following a practice presentation, you will be asked to revise your work presented with the feedback provided and re-present your section to the instructors. Students will be graded on incorporation of feedback, content considered, visual representation of information, and presentation professionalism.	Determined by instructor
Course Reflection	10%	due date TBD	<p>Reflect on your competition experience and answer the following questions: 1) What did you gain by participating in case competitions? 2) What was the most challenging aspect of participating? 3) What processes would you modify to improve the success of future teams? 4) What have you learned about yourself that you will carry forward into your professional career?</p> <ul style="list-style-type: none"> · Format: minimum two pages (no title page), double spaced, font size 12, font style Calibri 	Determined by the instructor

Note: Late assignments will not be accepted.

Final grades will be assigned as follows;

Cumulative Marks	Grade	GPA	Performance
90-100	A+	4.5	Excellent
80-89.99	A	4.0	Very Good
75-79.99	B+	3.5	Good
70-74.99	B	3.0	Satisfactory
65-69.99	C+	2.5	Marginal
60-64.99	C	2.0	Unsatisfactory
50-59.99	D	1.0	Unsatisfactory
49.99 and below	F	0.0	Unsatisfactory

NOTE: Class attendance is required. Missing more than 20% of this course due to absences may result in a failing grade. It is your responsibility to inform your professor in advance of your absence and the reason for it (medical documentation or employer note if away for a work commitment) is required. The professor decides how to deal with the impact of missed classes on your final grade.

COURSE SCHEDULE

Key Dates Include:

- October 5 (5pm): Orientation Meeting
- October 22 (6pm): Advisor Case Breakdown
- November 4: team photoshoot

Please note the Friday, Saturday and Sunday are the only days that students are all free at the same time so there will be classes, workshops and practices some of those dates.

ACADEMIC REGULATIONS AND STUDENT SERVICES

HUMAN ETHICS APPROVAL FOR DATA COLLECTION

As part of coursework, if you will be collecting data from people who are not students in this class, you must obtain Human Ethics approval from the UofM's Research Ethics Board (REB) prior to data collection. This applies to data collection such as surveys, interviews, focus groups, experiments, video recording, etc., where a respondent is solicited for participation.

If the entire class will be working on the same project, your instructor will apply for human ethics approval from the REB. If individuals or small groups of students will be working on different projects, it is the responsibility of the students to obtain approval (only one group member needs to apply). Your instructor will tell you whether s/he will be or you need to. **When in doubt, please talk to your instructor.**

Instructions and forms to apply for human ethics approval can be found at:
<http://umanitoba.ca/research/orec/ethics/guidelines.html>

In most cases, you will be using the "Protocol Submission Form" which is under the "REB Forms - Fort Garry Campus" heading.

It can take up to six weeks to process human ethics applications and obtain approval. Therefore, plan early. Note that approval must be obtained prior to data collection and cannot be obtained during the data collection phase or retroactively. Violation can get you, your instructor, and the Asper School in serious trouble with the REB.

The following do not require REB approval:

- a) Projects where students are conducting the research on themselves during class time;
- b) Projects involving the use of records or information that is in the public domain, including the use of anonymous secondary data and surveys or questionnaires that have already been published;
- c) Projects involving the use of naturalistic observation where there is no reasonable expectation of privacy (i.e. public park).
- d) Practicum or job training projects where students are fully integrated into the organization's operational practices and are not conducting research;
- e) Projects where the intent is to use the information to provide advice, diagnosis, identification of appropriate interventions or general advice for a client;
- f) Projects where the intent is to develop skills which are standard practice within a profession (e.g. observation, assessment, intervention, evaluation, auditing); or
- g) Projects where the information gathering processes are part of the normal professional relationship between the student and the participants.

If you have any questions, please contact humanethics@umanitoba.ca or your instructor.

UNCLAIMED ASSIGNMENT POLICY

Pursuant to the FIPPA Review Committee's approved recommendations of August 15, 2007, all unclaimed student assignments will become the property of the faculty and will be subject to destruction six months after the completion of any given academic term.

STUDENT SERVICES AND SUPPORTS

The University of Manitoba provides many different services that can enhance learning and provide support for a variety of academic and personal concerns. You are encouraged to visit the below websites to learn more about these services and supports. If you have any questions or concerns, please do not hesitate to contact your instructor or the Graduate Program Office.

For Information on...	...follow this link
Course Outlines, Year-at-a-Glance, Concentrations, Textbooks, VW Dates and Final Exams	Asper Graduate Student Resources
Exam Rescheduling Policy - <i>Please refer to Missing a Test/Exam on page 18 of the MBA Student Handbook</i>	MBA Student Handbook
Help with research needs such as books, journals, sources of data, how to cite, and writing	Library Resources
Tutors, workshops, and resources to help you improve your learning, writing, time management, and test-taking skills	Writing and Learning Support
Support and advocacy for students with disabilities to help them in their academic work and progress	Student Accessibility Services
Copyright-related questions and resources to help you avoid plagiarism or intellectual property violations	Copyright Office
Student discipline bylaws, policies and procedures on academic integrity and misconduct, appeal procedures	Academic Integrity
Policies & procedures with respect to student discipline or misconduct, including academic integrity violations	Student Discipline
Students' rights & responsibilities, policies & procedures, and support services for academic or discipline concerns	Student Advocacy
Your rights and responsibilities as a student, in both academic and non-academic contexts	Your rights and responsibilities
Full range of medical services for any physical or mental health issues	University Health Service
Information on health topics, including physical/mental health, alcohol/substance use harms, and sexual assault	Health and Wellness
Any aspect of mental health, including anxiety, stress, depression, help with relationships or other life concerns, crisis services, and counselling.	Student Counselling Centre
Support services available for help regarding any aspect of student and campus life, especially safety issues	Student Support Case Management
Resources available on campus, for environmental, mental, physical, socio-cultural, and spiritual well-being	Live Well @ UofM
Help with any concerns of harassment, discrimination, or sexual assault	Respectful Work and Learning Environment
Concerns involving violence or threats, protocols for reporting, and how the university addresses them	Violent or Threatening Behavior

ACADEMIC INTEGRITY

I.H. Asper School of Business, The University of Manitoba

It is critical to the reputation of the I. H. Asper School of Business and of our degrees that everyone associated with our faculty behaves with the highest academic integrity. As the faculty that helps create business and government leaders, we have a special obligation to ensure that our ethical standards are beyond reproach. Any misconduct in our academic transactions violates this trust. The University of Manitoba Graduate Calendar addresses the issue of academic misconduct under the heading “Plagiarism and Cheating.” Specifically, acts of academic misconduct include, but are not limited to:

- using the exact words of a published or unpublished author without quotation marks and without referencing the source of these words
- duplicating a table, graph or diagram, in whole or in part, without referencing the source
- paraphrasing the conceptual framework, research design, interpretation, or any other ideas of another person, whether written or verbal (e.g., personal communications, ideas from a verbal presentation) without referencing the source
- copying the answers of another student in any test, examination, or take-home assignment
- providing answers to another student in any test, examination, or take-home assignment
- taking any unauthorized materials into an examination or term test (crib notes)
- impersonating another student or allowing another person to impersonate oneself for the purpose of submitting academic work or writing any test or examination
- stealing or mutilating library materials
- accessing tests prior to the time and date of the sitting
- changing name or answer(s) on a test after that test has been graded and returned
- submitting the same paper or portions thereof for more than one assignment, without discussions with the instructors involved.

Many courses in the I. H. Asper School of Business require group projects. Students should be aware that group projects are subject to the same rules regarding academic misconduct. Because of the unique nature of group projects, all group members must exercise extraordinary care to insure that the group project does not violate the policy on Academic Integrity. Should a violation occur on a group project, all group members will be held jointly accountable, no matter what their individual level of involvement in the specific violation.

Some courses, while not requiring group projects, encourage students to work together in groups (or at least do not prohibit it) before submitting individual assignments. Students are encouraged to discuss this issue as it relates to academic integrity with their instructor to avoid violating this policy.

In the I. H. Asper School of Business, all suspected cases of academic misconduct involving a graduate student (i.e. MBA, MFin, MSCM, MSc or PhD student) will be reported directly by the instructor to the Dean of the Faculty of Graduate Studies.