



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 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
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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
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

