

- Four integrated case days
- An Integrated Project
- Professional Development classes and assignments

## Integrated Cases

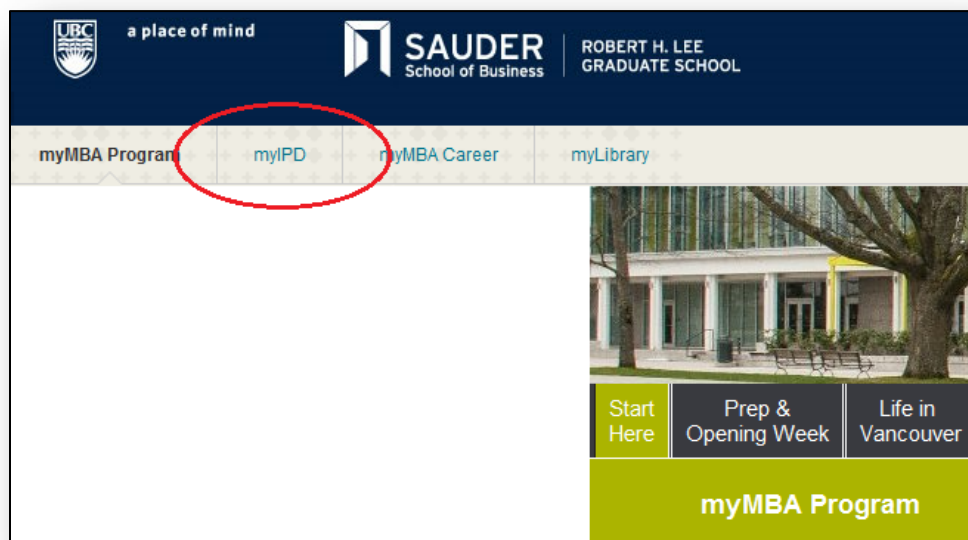
There are 4 major case discussions in periods 1 and 2. For each case, you will write an executive memo outlining your analysis and recommendations. During Opening Week, you will participate in a workshop on case analysis and how to write good memos.

## Integrated Case Days & Case Memo Submission Deadlines

Integrated Case Days		Case Memo Due Date	Track Champion - Case Lead
Period 1	Fri, Sept 6	Tues, Sept 3 - 8:00am	Consulting & Strategic Management - Perry Atwal <a href="#">Westlake Lanes: How Can This Business Be Saved?</a>
	Fri, Sept 20	Mon, Sept 16 - 8:00am	Business innovation & Entrepreneurship - Paul Cubbon <a href="#">Savage Beast</a>
Period 2	Fri, Oct 25	Mon, Oct 21 - 8:00am	Product & Service Management - Tim Silk <a href="#">Zara</a>
	Fri, Nov 8	Mon, Nov 4 - 8:00am	Finance - Lulu Zeng <a href="#">Case - TBC</a>

## Connect

The [Connect](#) site for **IPD: Foundation, Global, Experiential Learning & Capstone** is now live. Please log-in with your CWL ID and password. From the homepage, you will see the newly added **myIPD** tab right beside myMBA Program at the upper horizontal menu. Please see screenshot below.



Within the myIPD site, you will first see a short description on each of the 4 components of IPD. At this time, only the **BA 504 (3.0) Integration & Professional Development: Foundation** Connect site is made available to you. Please enter this site and review course materials that are now posted in the **Integrated Cases** folder.

Materials that you will find in this folder are readings for the first 3 cases, case memo and citing instructions and the case memo question for the first case - Westlake Lanes: How Can This Business Be Saved. The case memo question for each case is generally posted right after the previous case discussion.

The screenshot displays a course management interface. On the left is a sidebar with a home icon and a list of links: "IPD: Foundation, Global, Experiential Learning & Capstone", "IPD: Foundation", and a "COURSE MANAGEMENT" section containing "Control Panel", "Content Collection", "Course Tools", "Evaluation", "Grade Center", "Users and Groups", "Customization", "Packages and Utilities", and "Help". The main area is divided into two panels. The left panel, titled "Table of Contents", shows a hierarchical list of course items: "Sept 6 - Integrated Case #1: V" (with sub-items "Westlake Lanes - How Ca", "Small Ponds Aren't for Eve", "An Options-Led Approach", and "Westlake Lane Case Mem"), "Sept 20 - Integrated Case #2:", "Oct 25 - Integrated Case #3: Z" (with sub-item "Zara"), and "Nov 8 - Integrated Case #4: TE" (with sub-item "Case Memo & Citing Instructio"). The right panel, titled "Integrated Cases", features a header with "Build Content", "Assessments", "Tools", and "Part". Below this, it lists four cases, each with a folder icon and "Enabled: Statistics Tracking": "Sept 6 - Integrated Case #1: Westlake Lanes", "Sept 20 - Integrated Case #2: Savage Beast", "Oct 25 - Integrated Case #3: Zara", and "Nov 8 - Integrated Case #4: TBC". At the bottom of this panel is a document icon for "Case Memo & Citing Instructions" with a dropdown arrow and "Enabled: Statistics Tracking".

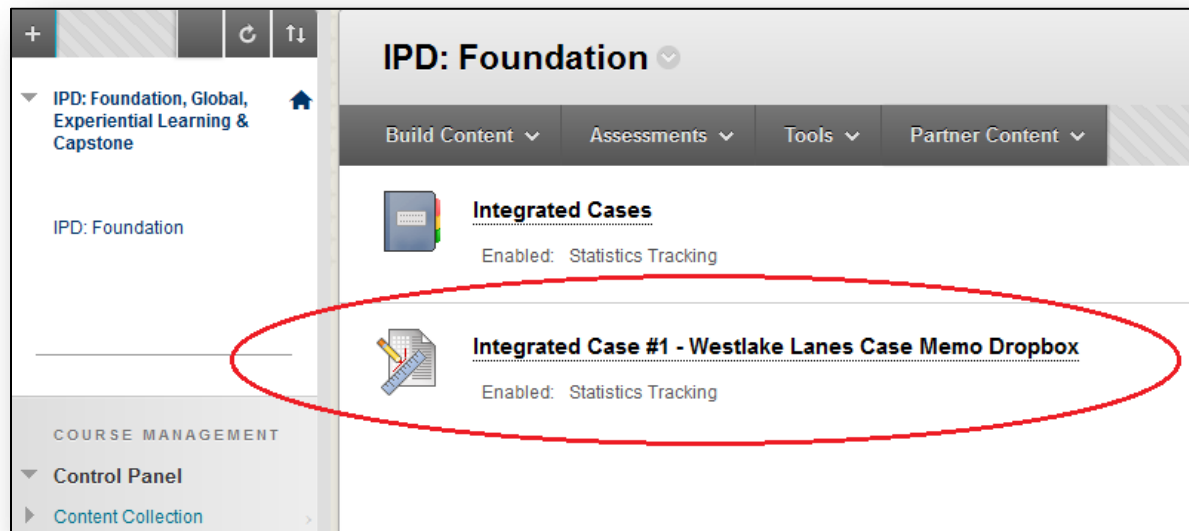
### Case Memo Submission

Students are required to submit an electronic copy to [Connect](#)'s respective assignment dropbox for all case memos on the due date **BEFORE 8:00am** unless specified otherwise. Case memos will be accepted only prior to these times. Case memos submitted after these times will not be accepted. There are no exceptions to this deadline; if the case memo is not received by the deadline, the student will receive a zero for this case memo. Early submissions are acceptable. Please review the instructions on [how to submit an assignment in Connect](#).

Please note that your case memos will be run through [Turnitin](#), an application for checking originality. Turnitin will review and identify any submissions that contain materials taken from the web, past papers, or current papers. The reports generated by Turnitin will be reviewed by the faculty team to determine whether there are any improper or un-cited references. Please review the [UBC Guide to Academic Integrity](#) to ensure that you avoid plagiarism in your work.

If you have any questions regarding these directions please contact [askmba@sauder.ubc](mailto:askmba@sauder.ubc) so that full clarification can be made ahead of the due date.

As you can see, your first case memo for the Westlake Lane case is due at **8:00am on Tuesday, September 3** before the start of classes. Students are required to submit their electronic case memo to **Connect > myIPD > BA 504 (3.0) Integration & Professional Development: Foundation > Integrated Case #1 – Westlake Lane Case Memo Dropbox**. Please refer to the screenshot below, and the [instructions on how to submit an assignment on Connect](#).



More information about BA 504 will be provided on the course outline in the next couple weeks. If you have any questions regarding the above please contact [askmba@sauder.ubc.ca](mailto:askmba@sauder.ubc.ca).