LIVERPOOL JOHN MOORES UNIVERSITY

Consultancy

Module Information

2022.01, Approved

Summary Information

Module Code	6180BUSHR
Formal Module Title	Consultancy
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Online	11
Workshop	22

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	To analyse consultancy practice and evaluate appropriate consultant responses to client requirements.

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Appraise and evaluate academic literature on consultancy practice and behaviour.
MLO2	2	Evaluate options and alternatives to respond to client requirements in an organisational context having analysed the environmental and behavioural conditions
MLO3	3	Create a metric led proposal for a consultancy intervention.

Module Content

Outline Syllabus	Market conditions and consultancy growth.Role of consultant.Administrative resources and support for consultancy activities.Approaches to consultancy and understanding market value.Creating attraction.The role of social media.Developing a personal brand.Skills and tools to support proposal writing.Using metrics in consultancy.Disengagement and evaluation.
Module Overview	You will analyse consultancy practice and evaluate appropriate consultant responses to client requirements.
Additional Information	This module has been specifically designed as an option for returning placement students in 18/19 when the new framework covers levels 4,5 and 6.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Report	100	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Helen Klepper	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings