

Liverpool John Moores University

Title: MANAGEMENT CONSULTING
Status: Definitive but changes made
Code: **7000BUSMA** (108276)
Version Start Date: 01-08-2017

Owning School/Faculty: Academic Portfolio
Teaching School/Faculty: Academic Portfolio

Team	Leader
Philip Kelly	Y

Academic Level: FHEQ7 **Credit Value:** 15 **Total Delivered Hours:** 36
Total Learning Hours: 150 **Private Study:** 114

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	12
Tutorial	24

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Group presentation	50	
Report	AS2	Individual report	50	

Aims

The aim of this module is to impart the consulting process knowledge and skills needed to develop the student into a management consultant – particularly when operating within an international organization or setting.

Learning Outcomes

After completing the module the student should be able to:

- 1 Recognise the ways in which a consultant can add value for a client business
- 2 Explain the consultancy process
- 3 Create a consultancy proposal
- 4 Analyse business problems and their environments
- 5 Communicate consultancy proposals and findings to clients
- 6 Describe the challenges and complexities when operating as an international consultant
- 7 Explain how change may be managed within organizations
- 8 Evaluate decision making within the consultancy environment

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Presentation	1	2	3	4	5	6	7	8
Report	1	3	4	5	7	8		

Outline Syllabus

Consultancy demands a focus on thorough and insightful analysis, the achievement of well-defined objectives, a concern with utilising resources productively and communicating ideas in a way which influences people. This module provides a comprehensive introduction to the practice and process of consultancy. It will therefore be invaluable to those seeking a career in consultancy either as an external or internal consultant.

This module seeks to integrate and build upon a variety of M level modules and learning through real world problem based learning. The primary focus is the consultancy process applied to business problems – particularly those found within international organizations. Students will consider consultancy work proposals, problem identification and management, generation and synthesis of business solutions and the development of associated transferrable skills such as problem solving, team/ group work, communications (presentation and written), project management, consultancy and report writing. The syllabus covers the following:

- *The nature of management consulting and how it adds value (what it is, roles and responsibilities, modes of consulting)*
- *Consulting and the consultancy process (overview of the consulting process)*
- *Consultancy skills (project management, analysis, relationship building, selling, team work, communications)*
- *Work (assignment) proposals (function of and how to write the proposal)*
- *Consulting across borders and cultures*
- *Problem definition (identifying opportunities, problem analysis)*
- *Undertaking consultancy projects (consultant project planning and time management)*
- *Creating consultancy outputs: the consultancy report*
- *Communicating problem analysis and recommendations*

- *Group work*
- *Case study and problem based learning*

Learning Activities

Much of this module focuses on how the student can apply the learning on earlier modules, through the consultancy model, to business problems. Throughout this module we take a problem based approach to learning. In some cases problems are derived from text books and in other cases from local business people. Problem-based learning (PBL) is a student-Centered instructional strategy in which students collaboratively solve problems and reflect on their experiences: Learning is driven by challenging, open-ended problems; students work in small collaborative groups and tutors take on the role as

Notes

The assessment task will typically involve a client organisation and a real world business problem which they face. Through group work, students will adopt a consultative approach, capturing client requirements, structuring, identifying and analysing the problem which will then be presented back to the client along with advice on possible alternative solutions and implementation. Emphasis will be placed on consultancy type deliverables such as the consultancy proposal, findings and recommendations presentation and report.