

## Liverpool John Moores University

Title: Consultancy Business Project  
Status: Definitive  
Code: **7106LODMBA** (128278)  
Version Start Date: 01-08-2021

Owning School/Faculty: Leadership and Organisational Development  
Teaching School/Faculty: Leadership and Organisational Development

Team	Leader
Michael Aiello	Y

**Academic Level:** FHEQ7  
**Credit Value:** 60  
**Total Delivered Hours:** 36  
**Total Learning Hours:** 600  
**Private Study:** 564

### Delivery Options

Course typically offered: S1 & S2 & Summer

Component	Contact Hours
Workshop	36

**Grading Basis:** 50 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	16000 words consultancy project	80	
Presentation	Presentati	Prest. of report & findings	20	

### Aims

*The aim of the Business Consultancy Project is to produce a piece of business research that advances knowledge in the subject area of business administration (MBA). The project encourages students to explore areas in an organisation or business that have important business implications. The Business Consultancy Project therefore entails applying research and theoretical knowledge to a workplace issue or problem. The emphasis is on researching and conducting an analytical investigation of a real business issue and combining literature and data to both*

*ascertain the nature of the problem and to support conclusions, and recommendations. Particular attention must be given to ethical issues, the context of the problem and to the appropriateness, reliability and validity of the approaches used.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Identify and negotiate objectives with key stakeholders within an organisation for a business consultancy project
- 2 Complete a proposal for a business consultancy project and be able to justify the proposed options and approach
- 3 Critically evaluate a range of theoretical concepts relevant to managerial research in organisations
- 4 Produce a critical overview of the impact of the business project or produce a critical evaluation of personal learning and development outcomes from the project
- 5 Complete a business consultancy report and present findings
- 6 Critically reflect on the scholarly practitioner role as an agent of organisational change

## **Learning Outcomes of Assessments**

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

16000 words consultancy project	1	2	3	4	5	6
Prest. of report & findings	1	2	3	4	5	6

## **Outline Syllabus**

*The syllabus addresses the skills, knowledge and processes required to complete and present a business consultancy project. It brings together the skills and knowledge gained over the duration of the MBA programme and applies concepts and processes from the business practice literature to professional practice.*

- *Introduction and overview of module. How to complete a business consultancy project.*
- *Negotiation and advocacy skills*
- *Stakeholder collaboration and tendering*
- *Completing a proposal for a research-based business consultancy project*
- *Primary and secondary research approaches and data analysis*
- *Ethical awareness for research projects*
- *Report writing and presentation skills*

## **Learning Activities**

Workshops will utilise a flipped classroom environment to maximise engagement and to utilise student expertise in the learning process, action learning techniques to share and develop leadership learning and skills, tutor input, critique of application of theory to practice and critical reflection. Students will also be assigned an individual supervisor to assist them in completing the Business Consultancy process.

## **Notes**

Part of the MBA Programme