



Syllabus
BIS6223E Consulting
Holger Benad, Patrick Marber
Winter Semester 2021/22

Level	Master
Credits	3 ECTS Credits
Student Contact	2
Hours	
Workload	90 h Workload
Prerequisites	Methods Project Management
Time	See LSF
Room	tbd
Start Date	
Lecturers	Name Holger Benad (MHP) /Patrick Marber (MHP)
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Summary

The course conveys both soft and hard skills in order to occupy the interface between IT, departments and management in companies. This includes the consideration of the professional profile of a consultant, who is now largely bought for this task. As part of the lecture, students have the opportunity to improve their rhetorical skills and to question critically their own demeanor.

The focus of the lecture is the processing of a case study in the context of the ever advancing service orientation of manufacturing companies and their challenge to integrate them into the established product-oriented processes. The students learn to grasp the problem and to prepare it for a consulting project in a way that is appropriate for the customer. The elaboration of the current scientific and practical standard is just as relevant as a guideline for the implementation of a service strategy. As a consultant, it is still about the structured and professional approach within projects as well as the skill to deal with different hierarchical levels and to adapt to the situation.

Outline of the Course

Date	Topic	Room
Start of lecture	Start of Lecture Introductory Course and Introduction Consulting <ul style="list-style-type: none">- Course of lectures and examination- Historical development of the consultant- Tasks, trends and success factors of consulting- Service orientation in manufacturing companies	On-site
Weekly (2 SWS)	Independent work and regular challenges & coordination with the lecturers	Online/On-site
December 2021	Interim presentation & feedback	On-site
January	Final presentation and lessons learned <ul style="list-style-type: none">- Final presentation on case study- Critical reflection on the case study- Lessons Learned- Handover of documents	On-site

Course Intended Learning Outcomes and their Contribution to Program Intended

PG	Goal at degree program level	LO	Learning Objective/Outcome
1.	<p>Students are able to reflect the relevant management principles critically. They have analytical and transfer skills for solving complex problems in a company's management.</p> <p><i>Responsible leadership in organizational contexts</i></p>	1.1 1.2	<p>Students are able to show both the challenges of the service orientation of manufacturing companies from a management perspective and to implement and take into account the new requirements for a consultant that have arisen as a result of the digital transformation.</p> <p>Students are able to embed the gained insights and developed solutions back into the overall context.</p>
2.	<p>Students are able to solve problems in a complex business environment and to express their ideas in an oral and written form clearly and convincingly.</p> <p><i>Creative problem solving skills in a complex business environment</i></p>	2.1 2.2 2.3 2.4 2.5	<p>Students are able to select suitable methods based on the problem and to justify them in a resilient manner.</p> <p>Students are able to reduce complex issues to the essentials and process results in a practical manner, taking into account the overall context.</p> <p>Students are able to elaborate the research questions in a scientific document.</p> <p>Students are able to present the semester results to "customers" in a tangible way.</p> <p>Students are able to organize the coordination, role allocation, task distribution in teams independently and in a goal-oriented manner.</p>
3.	<p>Students are able to collect new information, using relevant research methods and to evaluate the obtained results.</p> <p><i>Research skills and their practical application</i></p>	3.1 3.2 3.3	<p>Students are able to apply state-of-the-art technologies and agile project methods in everyday project work.</p> <p>Students are able to select and apply software and research tools to independently solve/clarify the research question.</p> <p>Students are able to use professional research and evaluation tools as well as research / evaluation of qualitative data.</p>

Teaching and Learning Approach

The examination consists of the processing and presentation of a case study by the students in the form of group work (the size of the groups is defined in the first course). The grade results from the processing of the case study and the preparation of various documents (40%) and two presentations (60%). The documents to be created while working on the case study are also defined and presented during the course. These are documents that have to be created in day-to-day project work, giving students the opportunity to use new project methods and tools directly. The presentation (60%) is divided into two units in order to gather practical experience here as well. At the beginning of the case study, after a certain period of familiarization, the groups will present an "offer presentation (20%)". At the end of the processing time for the case study, the students give a "final presentation (40%)" and present the results.

Literature and Course Materials

Basic literature will be provided to students at the beginning of lecture

Assessment

- Processing of a case study (40%)
- Presentation of the case study and its results (60%)

Academic Integrity and Student Responsibility

Within the scope of the course, participants work according to the principles for scientific work of Pforzheim University. Furthermore, please observe the guidelines for conduct in study and teaching, research and administration, which apply to all members of the Faculty of Business and Law.

Scientific work requires the application of scientific standards. As students, you strive to advance knowledge and adhere to the criteria of scientific objectivity and integrity in your work. You do not use questionable sources and prove all extraneous thoughts according to the accepted rules of scientific work.

You comply with the legal provisions for the protection of intellectual property.

Further information can be found here:

https://businesspf.hs-pforzheim.de/fakultaet/profil/unser_ethik_kodex

https://businesspf.hs-pforzheim.de/fileadmin/user_upload/uploads_redakteur_wirtschaft/Steuern/Dokumente/Richtlinien_der_Fakultaet_21012016.pdf

Code of Conduct for online Teaching

[Link to the Code of Conduct for online Teaching](#)