Consulting II: Practical case work

Syllabus

Winter Term 2019/20

Time: November – December 2019, cf. Schedule/LSF
Room: W 4.1.06 et al.
ECTS-Credits: 3
Level: Advanced
Prerequisites: --
Accessibility: Course is an elective for 3rd semester MBA-IM and open to international guest students on MBA-level

Learning Objectives:
The competence building is based on three main axes:
- Participating in consulting recruitment events successfully
- Drafting methodological frameworks for international consulting assignments
- Familiarity with tools for process documentation

Course contributions to the MBA program goals / learning outcomes

<table>
<thead>
<tr>
<th>Goal</th>
<th>Course Contributions to Goal</th>
<th>Assessment</th>
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<tbody>
<tr>
<td>1</td>
<td>Responsible leadership in organizational contexts</td>
<td>Case studies worked on under high pressure in a true business environment.</td>
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<tr>
<td>2</td>
<td>Creative problem solving skills in a complex business environment</td>
<td>Understanding of real business cases with an international dimension, Exercises and group work as part of the lectures</td>
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<td>3</td>
<td>Research Skills</td>
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<td>4</td>
<td>Management of Innovation</td>
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Main course topics:

1. Recruitment in Consulting
2. Consulting in Business Development
3. Advisory Services to Business Restructuring
4. Process Documentation Tools

Basic outline and organization:

With the help of two full-day case-studies and a two-day training, the students will have to demonstrate their capability of defining the back-bones of a consulting approach in a competitive bidding and developing a conceptual framework for real consulting cases. In addition the students will be expected to submit an application for a recruitment interview and attend its execution.

Grading:

For each of the three case-studies, the students will provide for a final oral presentation. The participation in the recruitment training and the three case-studies is mandatory.

Course Materials:

Kubr, Milan: Management Consulting

Availability of the lecturers:

Jürgen Janovsky
Office hours: Tuesday, 17:15-18:45, W 3.1.03
Email: juergen.janovsky@hs-pforzheim.de

Frauke Sander
Office hours: Tuesday, 11:30-13:00, W 2.4.16
Email: frauke.sander@hs-pforzheim.de

Preliminary schedule for Consulting II: Practical case work
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>Nov, 8/9</td>
<td>Training in Process Documentation (B. Hies/P. Steinmann)</td>
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<tr>
<td>Nov, 29</td>
<td>Case-Study in International Business Development (B. Khashabian)</td>
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<tr>
<td>Dec, 14</td>
<td>Case-Study in Business Restructuring (T. Schmidt)</td>
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<td>Recruitment Training (J. Janovsky/ F. Sander)*</td>
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*Individual date for each participant*