

Consulting I: Introduction

Syllabus

Winter Term 2020/21

Time:	September, 24-29 2020, cf. Schedule/LSF
Room:	W 1.3.01 et al.
ECTS-Credits:	3
Level:	Advanced
Prerequisites:	none
Accessibility:	Course is an elective for 3 rd semester MBA-IM and open to international guest students on MBA-level

Learning Objectives:

The competence building enhanced by this class is focused upon the following pillars:

- basic concepts of the consultancy business and its current development trends
- techniques and requirements for the management of consulting operations
- development of proposals as part of project initiation and possibilities for the development of consulting contracts
- selected techniques to be used in project realization (e.g. business cases)
- ways of organizing a consulting firm
- challenges of a career in international consulting
- Participating in consulting recruitment events successfully

Course contributions to the MBA program goals / learning outcomes

Goal	Course Contributions to Goal	Assessment
1 Responsible leadership in organizational contexts	<ul style="list-style-type: none"> Case studies worked on under high pressure in a true business environment. 	Presentation of case study results
2 Creative problem solving skills in a complex business environment	<ul style="list-style-type: none"> Understanding of a real business case with an international dimension Exercises and group work as part of the lectures 	Presentation of case study results / Developing the Term Paper
3 Research Skills		
4 Management of Innovation		
5 Management of the challenges of global sustainability and awareness for social and corporate responsibilities		

Main course topics:

Part I: Prof. Sander

- 1 What is Consulting?
- 2 Phases of a Consulting Project - Overview
- 3 Selling Projects as part of *Project Initiation*
- 4 Selected Techniques of *Project Realization*
> Drafting Business Cases
- 5 Organization and Staff of Consulting Firms

Part II: Prof. Janovsky

- 6 Past development of the Consulting Market
- 7 Current structure of the German Consulting Market
- 8 Trends & challenges for future development
- 9 Psychological pitfalls in Consulting projects

Part III: Janovsky / Sander

Recruitment Training (Individual date for each participant)

Basic outline and organization:

While exploring the field of Consulting the course will combine elements of both theory and practice: in the first part students are expected to attend lectures that cover the above-mentioned fields. In a second part the theoretical knowledge will then be transferred to practical applications. With the help of full-day case-studies and a number of exercises, 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 to lectures and case work all students will participate in individual recruiting interviews, simulating the real-life recruiting situation.

Grading:

The grading will be based upon the quality of the written presentation of a final case study (term paper). Two short separate papers will be expected for the parts of Mrs Sander and Mr Janovsky.

The document should have a clear structure, contain all relevant elements, be comprehensible, plausible and the documentation should be prepared in an adequate visual format.

Course Materials:

Kubr, Milan: Management Consulting

Block, P.: Flawless Consulting

DeMarco, T.: The Deadline

Phelps, Bob: Smart Business Metrics

Availability of the lecturers:

Jürgen Janovsky

Office hours: Monday, 15:30-17:00, W 3.1.03 or online via alfaview

Email: juergen.janovsky@hs-pforzheim.de

Frauke Sander

Office hours: Tuesday, 11:00-12:30, online via alfaview

Email: frauke.sander@hs-pforzheim.de

Preliminary schedule

Sep, 24	Lecture: Sections 1-5
Sep, 25	Case study – Developing a proposal
Sep, 28	Lecture: Sections 6-9
Sep, 29	Simulation: Participating in Consulting pitches
Tbd.	Individual Recruiting interviews