

Management Consulting

Module Code:	OIM7012-A
Academic Year:	2018-19
Credit Rating:	10
School:	School of Management
Subject Area:	Operations and Information Management
FHEQ Level:	FHEQ Level 7 (Masters)

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	26
Tutorials	4
Directed Study	70

Availability Periods

Occurrence	Location/Period
BDA	University of Bradford / Semester 3 (June - Oct)

Module Aims

1. To develop a critical understanding of the principles of good consulting practice.
2. To provide participants with an understanding of the higher level skills required for the management consulting professional environment.
3. To act as an integrating vehicle for student application of MBA learning into the workplace.

Outline Syllabus

Management Consultancy - An Introduction;
The Principles Of Selling;
The Start Of The Assignment;

The Skills Of The Consultant - Research;
The Skills Of The Consultant - Analysis;
Exploring And Refining;
Choosing And Planning;
Implementation;
Clients;
An Alternative Perspective - The Dark Side.

Module Learning Outcomes

On successful completion of this module, students will be able to...

- 1 1a. Define and summarise the principal academic theories and dominant professional practices of management consulting and management consultants;
1b. Produce a comprehensive list of the concepts, structure and roles of the management consultants within the contemporary organisation.
- 2 2a. Evaluate the practical application of management consulting in various business settings
2b. Develop skills in the use of techniques associated with successful consulting interventions;
2c. Assess and critically evaluate the effectiveness of different consulting interventions;
2d. Clearly present consultancy solutions orally in a tailor-made scenario
- 3 3a. Apply structured knowledge, and research and analysis skills for effective project delivery
3b. Research and define a business situation and apply the knowledge, methodologies and skills required in order to satisfy client needs for a sustainable, ethical solution to be implemented
3c. Enhance skills of analysis, problem-solving, creative thinking and communication
3d. Analyse business problems and scenarios.

Learning, Teaching and Assessment Strategy

Student learning is through a combination of lectures, seminars, tutorials and group work, as well as guided private study. Lectures and seminars will provide students with the technical knowledge required to develop their understanding of the consultancy process and client-consulting relationships. Tutorials and group work will afford students opportunities to practise skills of analysis and evaluation with respect to consulting interventions based on real world examples. Tutorials will further aid reflection, critical evaluation of client context and critical skills for research, analysis and effective project delivery.

As part of directed studies, students will be guided to appropriate primary and secondary sources to further enhance knowledge of the consulting process. This will include research on specific issues as assigned in class and feedback on knowledge and understanding demonstrated will be gained through presentations in class.

In-class formative presentations will provide formative peer and tutor feedback against module learning outcomes for group learning situations. Summative assessment includes an individual written assignment in which students will further demonstrate formal knowledge gained, focused against learning outcomes 1 and 2. A formative group assignment will take

the form of an analysis of a client scenario and presentation of an appropriate consulting response and suggested intervention. In doing so it formally addresses learning outcomes 2 and 3.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Coursework	Individual assignment (2000 words)	0-2000 words	100%	Yes

Legacy Code (if applicable)

MAN4299M

Reading List

To view Reading List, please go to [rebus:list](#).