



BUSINESS CONSULTING PROJECT

Course code	<i>MNG232</i>
Course title	<i>Business Consulting Project</i>
Type of course	<i>Elective</i>
Stage of study	<i>Undergraduate</i>
Department in charge	<i>Undergraduate school</i>
Semester	<i>6th</i>
ECTS	<i>6; 16 hours of theory, 32 hours of practice, 112 hours of self-study, 2 hours of consultations.</i>
Coordinating lecturer	<i>dr. Ieva Augutytė-Kvedaravičienė</i>
Studies form	<i>Full-time</i>
Language of instruction	<i>English</i>

Course Description

Business Consulting Project (BCP) is a multidisciplinary subject that gives an opportunity to apply and further develop classroom skills and tools learned at university in a real world setting. In addition, students have the opportunity to develop basic personal, social, methodological skills. The project consists of a market analysis with primary and secondary research and the development of clear and realizable measures, suggestions and concepts. The team plans and conducts primary research, collects and analyses data and draws appropriate conclusions. The dynamic nature of organizations and significant environmental forces have given rise to rapidly developing topics that promise to ensure that BCP will continue to be a useful subject study.

Course Objectives

The module aims to introduce students to the major business consulting concepts and be ready to systematically evaluate and solve problems related to business consulting projects.

Learning outcomes

Course learning outcomes	Study methods	Assessment methods
Knowledge and its application. Demonstrate and apply knowledge from all former subjects to a real assignment, develop and structure a realizable concept.	Interactive class and group discussions, workshops, debates.	Engagement proposal, final report, presentation session, individual report
Research skills. Gain skills how to synthesize theoretical knowledge of business management and undertake a sustained piece of empirical research aiming to identify possibilities for competitive advantage.	Business case analysis: theoretical framework development, relevant scientific research examination, the solution proposition aiming to design new possibilities for company's competitive advantage.	Engagement proposal, final report
Special abilities. Be able to analyze the organizational capability to innovate and provide recommendations for management opportunities.	Business case discussion in groups and class discussion, debates with company representatives.	Engagement proposal, final report
Social abilities. Work under pressure and be able to take criticism, be able to find constructive solutions.	Group presentations, group discussions, and participation in class and group projects, undertaking team leadership responsibilities and accountability for the team performance.	Presentation session
Personal abilities. Develop personal and professional abilities, critical thinking, and creativity.	Critical evaluation of the theories and other's opinion, management of complicated social situations during business case analysis discussions.	Individual report



Quality management

The quality of the course is assured by the variety of teaching and learning methods, interim knowledge assessment through mini tests, continuous discussions of individual and group work, other assignment results, as well as by supply of learning materials to students.

Course Content

An instructor reserves the right to adjust the schedule according to the class progress. If any changes should occur, students will be notified in class.

Week	Topics	Lectures	Seminars	Readings
1	Introduction to Consulting. Course review Consulting Process/ Types of Consultants Organizational Environment	4	2	Ch 1 (1)
2	Business Case presentation by the Company		6	
3	Problem Identification – Fact Finding Report Engagement Proposal	4	2	Ch 4, 5, 6 (1)
4	Data Collection Methods (by dr. Eglė Verseckaitė- Grzeskowiak) Preparation for Interview Data Collection	4	2	Ch 13 (1)
5	Business processes Company practices Case task workshop	2	4	
6	Intervention and Feedback	4	2	Ch 8, 14 (1)
7	Change Management and Resistance to Change Reflection of the course and case summary discussion	4	2	Ch 16 (2)
8	Presentation of case solution Discussion forum and Feedback session		6	
	Total hours	22	26	

Course Evaluation

Self-study and assessment

Assignment	Self-study hours	Percentage of the total grade
Engagement proposal	25	20
Final Report	42	40
Presentation Session	25	20
Individual Report	20	20
Consultation	2	-
Total	114	100%

Assignments and evaluation

Engagement Proposal

The Engagement Proposal will include a fact finding report, summary of problem identification, detail of objectives to achieve and actions to take, phases of the assignment and a timetable, role definition, and resource plans. The Engagement Proposal is a separate document that must be accepted by the instructor and the client prior to the team proceeding with their project. Engagement proposal counts to 20% of final grade. *Each team will be expected to formally present their proposal to the class before presentation to the client.*

Final Report

Final Analysis/Recommendation Report shall be submitted in written and APA requirements must be applied. This report will be distributed to the client, representing the final output of your team efforts. It accounts for 40 % of the course grade. The length of the reports will be as determined necessary by the team for a complete presentation. The Final



Analysis/Recommendation report must be free from grammar and spelling errors. Each team will be required to make formal client oral presentation.

Presentation Session

Each team will be required to make formal client oral presentation using poster session method. Presentation accounts 20% of final grade.

Individual Report

Individual report (reflection session) shall be written in a class. This report will be prepared on individual basis by each student and will account 20% of final grade. The report will be based on open questions provided by lecturer.

Major Project Steps:

- ✓ Getting to know the company and its business model.
- ✓ Understanding the company's situation and the assignment.
- ✓ Preparing primary and secondary research tasks.
- ✓ Carrying out research, collating and analyzing data.
- ✓ Conceptual work.
- ✓ Drawing up recommendations, specific measures, plans.

Plagiarism. Plagiarism is considered a breach of academic integrity. In case of plagiarism incident a student/group will result in an automatic failure in this course.

Re-take of the individual reflection session. Students who receive a failing final grade shall have the right to re-take the individual reflection session during the re-sit week, which will comprise 20% of the final grade. Business case analysis (paper and presentation) and tests cannot be retaken at a later time.

Readings

1. Block, P., (2011) *Flawless Consulting*. Jossey Bass.
2. Greenberg, J., Baron, R.A. (2008) *Behavior in Organizations*. Pearson Education
3. Biech, E. (1999) *The Business of Consulting. The Basics and Beyond*. Jossey Bass.
4. Nash, S. (1999) *Becoming a Consultant*. How to Books