

Module Details	
Module Title	Management Consulting
Module Code	OIM7012-A
Academic Year	2024/5
Credits	10
School	School of Management
FHEQ Level	FHEQ Level 7

Contact Hours	
Type	Hours
Interactive Learning Objects	10
Directed Study	60
Lectures	20
Groupwork	10

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1
BDA	University of Bradford / Semester 2
BDA	University of Bradford / Semester 3
DIA	University of Bradford / Semester 2

Module Aims
<p>This module aims to foster a critical understanding of effective consulting principles, equip participants with advanced skills relevant to the management consulting profession, and serve as a bridge for applying MBA knowledge directly in workplace contexts.</p>

Outline Syllabus

Management Consultancy - An Introduction

- * Overview of the consulting profession
- * Role and responsibilities of consultants

The Principles of Selling

- * Understanding effective sales techniques in consulting
- * Building client relationships

The Start of the Assignment

- * Initiating consulting projects
- * Scoping and defining objectives

The Skills of the Consultant - Research

- * Conducting thorough research for informed decision-making
- * Data collection methods

The Skills of the Consultant - Analysis

- * Analysing data and identifying patterns
- * Developing insights and recommendations

Exploring and Refining

- * Iterative problem-solving and solution development
- * Feedback loops and continuous improvement

Choosing and Planning

- * Selecting optimal strategies and action plans
- * Project management and resource allocation

Implementation

- * Executing recommendations and driving change
- * Overcoming implementation challenges

Clients

- * Managing client expectations and communication
- * Delivering value-added solutions

An Alternative Perspective - The Dark Side

- * Ethical dilemmas in consulting
- * Balancing client interests and societal impact

Learning Outcomes	
Outcome Number	Description
01	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.
02	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
03	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
<p>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.</p> <p>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.</p> <p>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.</p>

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Coursework - Written	Individual written assignment (2000 words)	100%

Reading List
To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.

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