

| Module Details | |
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| Module Title | Management Consulting (Distance Learning) |
| Module Code | OIM7038-A |
| Academic Year | 2024/5 |
| Credits | 10 |
| School | School of Management |
| FHEQ Level | FHEQ Level 7 |

| Contact Hours | |
|------------------------------|-------|
| Type | Hours |
| Tutorials | 7 |
| Groupwork | 10 |
| Interactive Learning Objects | 10 |
| Directed Study | 60 |
| Online Lecture (Synchronous) | 13 |

| Availability | |
|--------------|-------------------------------------|
| Occurrence | Location / Period |
| DLA | University of Bradford / Semester 2 |

| Module Aims |
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| 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. |

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 |
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| <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> |

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

| Reading List |
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| 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.