

2019.FS

<b>Module Name: Management Consulting</b>			
Module Code	w.BA.XX.2MC.XX		
Module Description	Management consulting is about more than answering specialist questions using expert knowledge. We look further than the usual, well-known scope of management theory. Rather, students get to know the pros and cons of the processes and roles of management consulting. They are presented with practical examples and use them to reflect on and evaluate the basic knowledge they acquire in this module on management consulting approaches, briefs, processes, and roles. This combination of generally applicable principles and specific case studies enables students to make recommendations regarding the selection and assignment of consultants.		
Program and Specialization	<ul style="list-style-type: none"> <li>§ Business Administration - Accounting, Controlling, Auditing</li> <li>§ Business Administration - Banking and Finance</li> <li>§ Business Administration - Banking and Finance (FLEX)</li> <li>§ Business Administration - Banking and Finance (PIE)</li> <li>§ Business Administration - Economics and Politics</li> <li>§ Business Administration - General Management</li> <li>§ Business Administration - Risk and Insurance</li> <li>§ Business Information Technology</li> </ul>		
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009		
Module Category	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"><b>Module Type:</b> Compulsory Elective</td> <td style="width: 50%;"><b>Program Phase:</b> Main Study Period</td> </tr> </table>	<b>Module Type:</b> Compulsory Elective	<b>Program Phase:</b> Main Study Period
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ECTS	3		
Organizational Unit	W Zentrum Unternehmensentwicklung Ltg.		
Module Coordinator	Kerstin Pichel (piet)		
Deputy Module Coordinator	-		
Prerequisite Knowledge	<ul style="list-style-type: none"> <li>• w.BA.XX.2StratM.XX</li> <li>• w.BA.XX.2ASM.XX</li> </ul>		
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> <li>§ Professional Competence</li> <li>§ Methodological Competence</li> <li>§ Social Competence</li> <li>§ Self-Competence</li> </ul>		
Contribution to Program Learning Objectives	Professional Competence <ul style="list-style-type: none"> <li>§ Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>§ Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>§ Evaluate Content of Theoretical and Practical Relevance</li> </ul> Methodological Competence <ul style="list-style-type: none"> <li>§ Problem-Solving &amp; Critical Thinking</li> <li>§ Scientific Methodology</li> <li>§ Work Methods, Techniques, and Procedures</li> <li>§ Information Literacy</li> <li>§ Creativity &amp; Innovation</li> </ul> Social Competence <ul style="list-style-type: none"> <li>§ Written Communication</li> <li>§ Oral Communication</li> <li>§ Teamwork &amp; Conflict Management</li> <li>§ Intercultural Insight &amp; Ability to Change Perspective</li> </ul> Self-Competence <ul style="list-style-type: none"> <li>§ Self-Management &amp; Self-Reflection</li> <li>§ Ethical &amp; Social Responsibility</li> <li>§ Learning &amp; Change</li> </ul>		
Module Learning Objectives	Students... <ul style="list-style-type: none"> <li>§ distinguish different consulting approaches and their pros and cons for specific consulting requirements.</li> <li>§ explain the Swiss consultancy industry and typical consulting companies and their strategies.</li> <li>§ clarify the details of a brief, addressing the needs of individual Stakeholders.</li> <li>§ combine roles, forms of intervention, and milestones for a specific consulting process.</li> <li>§ define relevant evaluation criteria for an ongoing or a completed consulting process.</li> <li>§ identify and process the relevant Information of a consulting case presented in class</li> </ul>		

	§ conceptualize and present their results in only one week § take an analytical approach to their work § discuss their findings in detail		
Module Content	§ The Swiss consultancy industry and its players § Typical consultancy approaches and how they are used by well-known consultancy companies. § Strategies of consultancy companies § Promoters in a consultancy account, different needs and requirements, and a detailed assessment of the brief § Consultancy roles, intervention methods, and Milestones: Elements of a specific consulting process § Evaluation criteria and sources to ensure quality management in consulting processes		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Problem-Oriented Teaching § Project Work	<b>Social Settings Used:</b> § Individual Work § Group Work	
Digital Resources	§ Teaching Videos § Practice and Application Exercises (with Key) § Case Studies (with Key)		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>
Large Class	28 h	-	
Small Class	-	32 h	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
<b>Total</b>	<b>28 h</b>	<b>32 h</b>	
Performance Assessment			
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>
-	-	-	-
<b>Permitted Resources</b>	-		
<b>Others</b>			
	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>
Summary of semester results	Grade	-	20,00%
Active contribution in class	Grade	-	20,00%
Talk/oral presentation	Grade	15	40,00%
Brief presentation of a consulting institution	Grade	5	20,00%
Classroom Attendance Requirement	80%		
Language of Instruction/Examination	German		
Compulsory Reading	-		
Recommended Reading	§ Fink, D. & Knoblauch, B. (2003). Die großen Management Consultants: Ihre Geschichte, ihre Konzepte, ihre Strategien. München: Vahlen. ISBN 3-8006-2881-3. § Niedereichholz, C. (2004). Unternehmensberatung, Band 1. 4th edition. München: Oldenbourg. ISBN 9783486200119.		
Comments	-		