

Course: Business Consulting Project

credits: 5

Course code	LBVP22BCP1C
Name	Business Consulting Project
Study year	2022-2023
ECTS credits	5
Language	English
Coordinator	S. Orgiu

Modes of delivery	Education
Assessments	assignment - Assignment

Learning outcomes

Business Consulting Project:

- Understand and apply different frameworks for business consulting to analyze, define, and formulate relevant business problems.
- Use theories and concepts to analyze, define, and formulate relevant business problems.
- Use different methods and techniques to analyze businesses and their external environments from macro (country), meso (sector), and micro (organization) levels of analyses.
- Formulate concrete, relevant, and timely recommendations to solve relevant business problems.
- Write an appealing, convincing, and methodologically sound business consulting report.

PLOs:

- WT1.1
- WT3.1
- WW7.1
- TWM24.1

Content

In this project in Period 1.2, students will apply relevant theory about the external business environment in a business consulting context.

First, through a series of (mass) lectures focused on business consulting, students will learn how to analyze, define, and formulate relevant business problems; students will learn how to use theories and concepts they find in the relevant literature to help in the business consulting process; students will learn how to use different types of analyses to study the macro (country), meso (sector), and micro (organization) levels of analyses; students will learn how they can use these different types of analyses to formulate concrete, relevant, and timely recommendations; and students will learn how to communicate this by writing an appealing, convincing, and methodologically sound business consulting report.

Second, by working on a business consulting case that is supported by a series of coach meetings and workshops, student groups will apply what they are being taught in the mass lectures to analyze a predetermined company in the energy sector of a particular country. This group work will result in a representative and professional business consulting report (group report to be assessed) that will also be defended individually (oral defense to be assessed).

Included in programme(s)

International Business 4 Year

School(s)

International Business School