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Course: Consultancy Plan Project — credits: 5

Course code	LBVP26CPP1C
Name	Consultancy Plan Project
Study year	2026-2027
ECTS credits	5
Language	English
Coordinator	C.M. Droge-Pott
Modes of delivery	Education
Assessments	Other assessment - Other assessment

Learning outcomes

PLO1: International Business Opportunities
IB professionals thoroughly investigate the internal and external environment of the organisation on an international scale.
Learning line: Research and Data Analytics
- CLO1: Students define and scope a consultancy problem using appropriate research approaches. They apply qualitative research methods (e.g. interviews, document analysis) and strategically use existing secondary and quantitative insights to support problem identification and analysis.

Learning line: Economics, Finance and Accounting
- CLO2: Students apply financial and economic reasoning to evaluate trade-offs and assess cost implications within a dynamic macroeconomic and competitive environment.

Learning line: Management
- CLO3: Students recognize and analyze relevant legal and regulatory frameworks, demonstrating awareness of compliance requirements and institutional constraints affecting business decisions.

PLO2: Business Transformation
IB professionals make recommendations as to how the organisation should be redesigned to successfully do business on an international scale in a responsible manner.
Learning line: Management
- CLO1: Students design innovative, feasible, and sustainable business solutions, integrating financial, legal, and operational considerations, and translate them into a structured business development roadmap (implementation plan) suited to international and multicultural contexts.

PLO3: Relationship Management
IB professionals build and maintain bridges and closely collaborate with stakeholders from diverse cultural and professional backgrounds using appropriate strategies.
Learning line: Management
- CLO1: Communicate consultancy findings and recommendations structuring content logically and tailoring messages to different stakeholder audiences in a consultancy context.

PLO4: Self-Management
IB professionals manages themselves in complex surroundings and continuously develop their professionalism for the benefit of the organisation.
Learning line: Global mindset and professional development
CLO1: Students apply and demonstrate appropriate project management skills.

Content

The Consultancy Plan Project (CPP) builds on the foundational knowledge students acquire in Semester 1, including organisational and consumer behaviour, human resource management, marketing, financial and managerial accounting, as well as secondary research and quantitative research methods (e.g., survey-based analysis). Students are also introduced to and expected to apply relevant legal concepts.
In Semester 2, CPP offers an integrative and applied learning experience in which students transfer and connect knowledge to a practical business consultancy context. Students work on a real-world–inspired case that emphasises structured problem definition, analytical reasoning, and evidence-based decision-making.
The project incorporates key professional competencies such as B2B analysis, stakeholder management, and project management. Students apply qualitative research methods—including interviews and document analysis—and make purposeful use of secondary data and quantitative insights to support problem identification and root-cause analysis.
Based on their findings, students develop a clear, realistic, and actionable implementation plan that outlines how the proposed solution can be effectively executed in a professional business environment.

Included in programme(s)

International Business 3 Year

School(s)

Business & Law

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