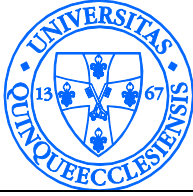


<b>Code</b>	<b>B12ENTCO2</b>	<b>ECTS Credit</b>		<b>HUN Credit</b>	<b>3</b>
<b>Module Title:</b>	<b>ENTREPRENEURIAL BUSINESS CONSULTING</b>				
<b>Module Leader:</b>	Dr. Roland Schmuck PhD <b>Lecturer:</b> Csaba Ruzsa	<b>Office Hours:</b>	Csaba Ruzsa (as announced)		
<b>Telephone:</b>	+36-72-501-599/23369	<b>E-mail:</b>	ruzsa.csaba@pte.hu		
<b>Short Description:</b>	The MSc in Applied Management Programme is designed to give last year students an opportunity to meet real life problems and to consult with real businesses and organisations. This module will provide student interaction with existing business problems as well as with top managers of the businesses. In the final stage student have to solve a real business problem.				
<b>Sessions (weeks)</b> (The schedule is tentative, and subject to change.) 1. Introduction. What do we expect from each other and from the course? A Brief introduction to Management Consulting. 2. Definition of management consulting. What consultants do? 3. Process of management consulting. Student presentations about Management Consulting market. 4. Methods of management consulting. 5. International tendencies of management consulting. 6. Methods of diagnosis in management consulting 7. Autumn break – No lesson . 8. New approaches and critics of consulting methods. Student group work. 9. Consulting and project management. 10. International trends and changes in global corporate economy. 11. Reading exam – No lesson. 12. Best practices in business consulting. 13. Summary, prep for exam (Exam in the exam period. Details to be announced later.)					
<b>Aims:</b>	The course is designed to overview the various aspects of consulting profession issues. Effort will be placed on developing proficiencies in a range of skills required to practice consulting. Moreover, the aim of this module is to provide students with the opportunity to apply concepts learned in their MSc study to real world business situation. Through this module students will provide confidential consulting to				



	<p>business enterprises under the direction of the supervisor.</p> <p>The course is practically useful to those who are specifically interested in consulting careers or whose current or future jobs involve consulting or line management using consultants.</p>
<b>Learning Outcomes: Knowledge</b>	<p>This course provides a synthesised knowledge on business and a potential of understanding real life business problems.</p> <p>Gaining knowledge of business consulting practices.</p> <p>Gaining practice in solving a real world project.</p> <p>Gaining exposure to various processes and interventions involved in the business consulting field.</p> <p>Experience in problem solving and decision making.</p> <p>A potential to improve ability to present analyses of issues and problems in a concise, accurate, clear and interesting manner from the perspective of a consult.</p>
<b>Learning Outcomes: Skills</b>	<p>In overall, students will be able to synthesize textbook learning from other courses along with critical thinking skills.</p> <p>Students learn how to match individual strengths, weaknesses, likes, dislikes, personality and goals with consulting opportunities, demands and behaviours so as to help enhance placement and career opportunities in consulting.</p> <p>Students work in teams, so the module develops team building skills.</p> <p>Students are required to solve problems by meeting the ethics of consultancy and business.</p> <p>Students develop communications skills to solve the client's problems.</p> <p>Moreover, enhanced capabilities and presentation skills, both written and oral, are required in the classwork.</p>
<b>Teaching and Learning Strategies:</b>	<p>Students learn in lectures about the basics of business consulting.</p> <p>Students have to make presentations in team work on real world problems.</p>
<b>Assessment Scheme:</b>	<p>Students' knowledge and understanding is assessed by individual exam and team work tasks.</p> <p><b>Evaluation consists of:</b></p> <ul style="list-style-type: none"> <li>• Final exam (50%)</li> <li>• Presentations (2x25=50%)</li> </ul> <p>Presentations should be made in team work. Each team should make two presentations throughout the semester. The presentations</p>



	<p>will be scheduled at the beginning of the semester. Topic of them should be the topic of the particular lesson. Students should find real world examples and show them in the presentations. Presentations should be practical, not theoretical.</p> <p><b>Evaluation:</b></p> <ul style="list-style-type: none"> <li>• 0%-51%: fail (1)</li> <li>• 51.1%-59.9%: pass (2)</li> <li>• 60%-74.9%: fair (3)</li> <li>• 75%-87.9%: good (4)</li> <li>• 88%-100%: excellent (5)</li> </ul> <p>Maximum 20% missing (3 classes) is acceptable.</p>
<p><b>Core Learning Materials:</b></p>	<ul style="list-style-type: none"> <li>• Kubr M, 2002 : Management Consulting – A guide to the profession. International Labour Office Geneva. 3-85, 153-261, 547-575 pp.</li> </ul>
<p><b>Optional Learning Material:</b></p>	<ul style="list-style-type: none"> <li>• Altman, W., 2008: what's the point of management consultants?. In.: Engineering &amp; Technology (17509637); 7/5/2008, Vol. 3 Issue 12, p80-83, 4p,</li> <li>• Biswas, Sugata – Twitchell, Daryl: Management Consulting, 2nd Edition, John Wiley &amp; Sons. Inc., New York, 1999, 2002 pp. 5-28; 69-73; 101-126; 209-237.</li> <li>• Economist, 2011: Advice for consultants. In The Economist. 6/4/2011,</li> <li>• Markham, Calvert: Developing Consulting Skills = Consulting to Management - C2M, 2005, Vol. 16. Issue 4, pp. 33-37.</li> <li>• Nadler A.,D., 2005: Confession of a trusted consultant. In: HBR, 2005/sept. 68-77 pp.</li> <li>• Poór, József – Gross, Andrew: Management Consultancy in an Eastern European Context, KJK-Kerszöv, Budapest, 2003 pp. 13-39; 57-72; 145-156.</li> <li>• Sadler, Philip (ed.): Management Consultancy, Kogan page, London 2001. pp. 293-321.</li> <li>• RASIEL ETHAN M., FRIGA PAUL N.: The McKinsey Mind. McGraw-Hill. 2002. 1-103 pp.</li> <li>• Schiffman, Stephan: The Consultant's Handbook, 2nd Edition, Adams Media Corporation Holbrook, Massachusetts, 2001 pp. 103-135.</li> </ul>
<p><b>Useful Websites:</b></p>	<p>No generally useful websites, students should find the associated websites to their individual project.</p>