

## KURSBESCHREIBUNG / COURSE DESCRIPTION

<b>KURSTITEL</b> <i>Course title</i>	<b>Basics of Management Consulting</b>
<b>KURS-ID</b> <i>Course number</i>	325
<b>Kursverantwortlicher</b> <i>Person in charge</i>	AWP- und Sprachenzentrum
<b>Art der Lehrveranstaltung</b> <i>Type of course</i>	Allgemeinwissenschaftliches Wahlpflichtfach (AWP)
<b>Studiengang</b> <i>Course of studies</i>	all
<b>Niveau</b> <i>Course Level</i>	Bachelor/Master
<b>Voraussetzungen</b> <i>Prerequisites</i>	none
<b>SWS</b> <i>Lessons per week</i>	2
<b>ECTS</b> <i>ECTS (Credits)</i>	2
<b>Art der Prüfung</b> <i>Course assessment</i>	Seminar Paper + Presentation
<b>Unterrichtssprache</b> <i>Course language</i>	English
<b>Dozent</b> <i>Lecturer</i>	Prof. Dr. Christian Mandl
<b>Kursziele</b> <i>Course objectives</i>	<p>The work of a management consultant is very broad and requires a diverse set of skills. In this course we focus on those skills particularly focusing on</p> <ul style="list-style-type: none"> <li>• Problem definition</li> <li>• Data handling and analysis</li> <li>• Presentation</li> <li>• Synthesis</li> <li>• Communication</li> </ul> <p>Students of this course get prepared for the challenges of a complex business world. They learn how to structure a problem, ask for the right data, analyze the data, draw conclusions from data, present their results and communicate with top-management level.</p> <p>After a successful completion, students are well-prepared for working as strategy consultants, IT consultants or consultants in the engineering field.</p> <p>The course particularly focuses on the challenges of digitalization as a majority of today's consulting projects focus on digital transformation.</p>
<b>Kursinhalte</b> <i>Course contents</i>	The course gives an overview of state-of-the-art methods that consultants work with. This includes design thinking, brainstorming, structuring techniques, data analysis, slide

	creation and communication.
<b>Lehrmethoden</b> <i>Teaching methods</i>	The course consists of seminars and a project. During the seminars students get an overview of the major methods for each chapter. They are asked to apply those methods in a project based on provided datasets and to present the results to a management board.
<b>Lehrbuch</b> <i>Textbook</i>	Parikh. 2015. The Consultant's Handbook: A Practical Guide to Delivering High-value and Differentiated Services in a Competitive Marketplace. Wiley.
<b>Empfohlene Literatur</b> <i>Recommended reading</i>	
<b>Besonderes</b> <i>Specific requests</i>	
<b>Kurs gehört zum Zusatzzertifikat ...</b> <i>Course is part of the additional certificate</i>	