

Module Description/Syllabus

Module	Schwerpunkt Consulting und Projektmanagement		
Course Title	Consulting	Overall grade weighting (in %) 1	
Course of Studies	Information Management and Corporate Communications		
Examination No. (SuP)	88924	valid SER	
Mode of Study	<input checked="" type="checkbox"/> full-time <input type="checkbox"/> part-time		
Study Cycle	<input checked="" type="radio"/> Bachelor <input type="radio"/> Master		
Frequency	<input type="radio"/> winter term <input type="radio"/> summer term <input checked="" type="radio"/> each semester		
Language Competence Level and Course code SAP <input type="checkbox"/>			
Language of instruction	<input checked="" type="checkbox"/> English <input type="checkbox"/> German	Duration	1 semester
Lecturer/s	See Course Catalogue		
Typ of course	<input type="radio"/> compulsory <input checked="" type="radio"/> optional	<input type="radio"/> in the	<input checked="" type="radio"/> from the 5th semester
Mode of delivery	Hybrid. Kick-Off workshop & final presentation (in person). Rest: hybrid format.		
Responsible for the module	Prof. Dr. Tobias Engel		
Teaching Methods	Project work Flipped material Lecture		
Work parameters	self-studies (hours) 40	contact time (hours) 20	total (hours) 60
Number of participants min./max.	10 / 15	ECTS-Points 02	Hours per semester week 02
Use for other studies			

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Prerequisites and co-requisites (if applicable)

Mandatory: Business administration. Recommended: Information systems

Learning Outcome (1) Knowledge, (2) Skills, (3) Responsibility and autonomy

Students shall be able to analyze, structure, and present problems and solutions faced by firms. This includes:

- Being able to apply basics of consulting
- Being able to apply a consulting process to analyze problems and present them in an appropriate way.
- Being able to apply strategic consulting tools and methods

Learning Content

This course prepares students to conduct a consulting project in consulting firm or inhouse consulting departments. Besides basic consulting knowledge, students will also get an introduction into strategic solutions and methods to analyze problem faced by firms. Further, an introduction for presenting the identified problems and proposed solution(s) will be given. Students apply the content/learnings in consulting case studies / projects and present their results as their course work project.

Course content:

- Basics of Consulting
- Analysis of problems
- Strategic consulting methods
- Preparation, presentation, and communication of results

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<p>Semester, in which the student has to be mandatorily registered for the first attempt of examination</p> <p>Assessment method(s)</p>	<p>Same semester as the lecture is held.</p> <p>Project report & presentation</p>	
<p>Recommended or required reading and other learning resources/tools</p>	<p>Hungenberg, H., Problemlösung und Kommunikation im Management, 3. Auflage, 2010.</p> <p>o.V.: Developing a Business Case, Harvard Business Review Press, 2010</p> <p>Minto, B.: The Pyramid Principle: Logic in Writing and Thinking, 3rd edition, 2010.</p> <p>Reineke, T. et al.: 30 Übungscases für die Bewerbung in der Unternehmensberatung Das Insider-Dossier, 2. Auflage, 2011.</p> <p>Roland Berger und Partner: PEP Pyramidal und empfängerorientiert präsentieren, 2001 (Schulungsunterlage).</p>	
<p>Additional (module) information</p>	<p>Lecture with practical group course work (consulting) project The lecture has a Kick-Off Workshop being held at the TTZ in Leipheim, Geschwister-Scholl-Straße 6, Leipheim The following lectures are hybrid lectures, while the final presentation is, again, at the TTZ in Leipheim. The lecture slot is as shown in the schedule, while changes are accepted due to the hybrid format.</p>	
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