

Business Consulting Toolkit

UGRA_016142

Departments	Department of Strategy & General Management
Teaching Languages	English
ECTS	4
Teacher responsible	Batista Zazurca Oscar-Jan - oscar.batista@esade.edu

Prerequisites Strategic Consulting Mindset Course is highly recommended

Teaching methodology Course methodology includes:

- Tools
- Frameworks
- Group presentations
- Practical Exam

Content

#	Topic
1	Introduction to Consulting Projects and Phase 1: Scope of the Project 1.1. Understand the client and Manage Project Scope: - Types of Projects - Phases of the Consulting Projects - Project Planning - Problem understanding and framing (Scope of the Project) - Manage Expectations
2	Phase 1.2. Industry expertise: - Becoming an expert in 1 week - Consulting Firm internal resources - Artificial Intelligence tools (1/2) - Interviews (1/2)
3	Phase 2: Diagnosis. 2.1. Company Analysis: - Introduction to Diagnosis - Company documentation and systems - Interviews (2/2) - Excel (1/3) - Diagnosis frameworks
4	Phase 2: Diagnosis. 2.2. Market Analysis: - External Sources of information - Market analysis foundations - Excel (2/3)
5	Phase 2: Diagnosis. 2.3. Benchmarking: - Industry Best practices - External benchmarks - Artificial Intelligence tools (2/2) - Power Point (1/2)
6	Diagnosis Competition: - Modeling Competition - Simulation of real case
7	Phase 3: Dream (Strategic Alternatives): - Strategic Alternatives - Scenario simulation - Design thinking workshops - Power Point (2/2)
8	Phase 4: Implementation: - Roadmap - Waterfall & Agile - Excel (3/3)
9	Phase 5: Closing and follow-up: - Project closing - Post-mortem and feedback - Follow-up and monitoring - PowerBI
10	Final Exam: - Practical Exam - Course Wrap-up

Assessment

Tool	Assessment tool	Category	Weight %
------	-----------------	----------	----------

Tool	Assessment tool	Category	Weight %
Group project	Group Project (including Peer Evaluation)	Ordinary round	40.00%
Quizzes/tests	Practical Exam	Ordinary round	40.00%
In-class analysis and discussion of issues	Active participation in class	Ordinary round	20.00%

PROGRAMS

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)

BBA20 Year 4 (Optative)

BBA20 Year 1 (Optative)

BBA20 Year 3 (Optative)

BBE20-Bachelor of Business Administration (BBA) (Undergraduates: Business)

BBE20 Year 1 (Optative)

BBE20 Year 3 (Optative)