TEACHING GUIDE - 2026-2027

Strategic Consulting Mindset

UGRA_015789

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

Course Goals

The primary aim of this course is to provide students with an introduction to the consulting sector, while fostering the development of strategic thinking skills. Through this course, students will gain a comprehensive understanding of the prevalent typology of projects encountered in the consulting industry, thereby becoming acquainted with strategic formulation processes. Furthermore, students will delve into vital concepts and frameworks that are extensively employed in the creation of consulting engagements. These include strategic thinking process, problem-solving, market analysis, financial analysis, business modeling, M&A processes, strategic planning and project execution, among other pertinent subjects.

Previous knowledge

Some knowledge of Management, Marketing, Accounting and Finances could be very useful

Prerequisits

There are no specific prerrequisits for this Course except for a certain will to discover the world of Strategic Consulting and to challenge your strategic mind

Teaching methodology

Course methodology includes:

- Lectures
- Guest speakers real experiences
- Discussions around real Consulting Projects
- Individual assessments
- Individual presentations
- Group presentations
- Class participation (questions, experience sharing...)

Description

Course contribution to program

This Course is the first Module of the Consulting Minor

Short description

The primary aim of this course is to provide students with an introduction to the consulting sector, while fostering the development of strategic thinking skills. Through this course, students will gain a comprehensive understanding of the prevalent typology of projects encountered in the consulting industry, thereby becoming acquainted with strategic formulation processes. Furthermore, students will delve into vital concepts and frameworks that are extensively employed in the creation of consulting engagements. These include strategic thinking process, problem-solving, market analysis, financial analysis, business modeling, M&A processes, strategic planning and project execution, among other pertinent subjects.

Content

#	Topic
1	Introduction to Strategy Consulting and Strategic Consulting Mindset: - What is Strategic Consulting? - The Strategic Consulting Industry - Problem-Solving - MECE - Strategic thinking process
2	Projects in Strategy Consulting: - Strategic Planning - Project Execution - Growth Strategies
3	Case Study I: Strategic planning: - Real Project from a Strategy Consultant or former Strategy Consultant - Class challenge - Individual assessment
4	From University Concepts to Business Knowledge: - The Foundations of Business and Strategy - Challenging conventional thinking while working in Management, Strategy and Financing concepts - Diagnosis and Market Analysis
5	Individual Projects Competition: - Strategy book or Company Strategy projects - The art of the pitch and Storytelling - Feedback and Awards
6	Case Study II: Revenue Growth / Segmentation: - Real Project from a Strategy Consultant or former Strategy Consultant - Class challenge - Individual assessment
7	Interview Training Competition: - Personal Fit / Potential questions - Case Interview: Brainteasers, Marketsizers & Guesstimates
8	Keys of Financial Analysis and M&A in Strategy Consulting: - M&A- Valuation and Modelling - Due diligence Case Study III: M&A and valuation: - Real Project from a Strategy Consultant or former Strategy Consultant - Class challenge - Individual assessment
9	The Strategy Consultant Heart and Mind: - Foundations on skills and abilities of a Strategic Consultant - The role of the Analyst / First year Consultant - Unmasking Strategy Consulting Interviews
10	Group Projects Final Presentations: - Different consulting roles assessing the same company (Increase Revenues, Reduce Costs, M&A buyer's side, M&A seller's side) - Professional delivery to a Client - Course Wrap-up

Assessment

Tool	Assessment tool	Category	Weight %
Group project	Group Project (including Peer Evaluation)	Retake and ordinary round	30.00%
Final individual project	Individual Project	Retake and ordinary round	25.00%
Individual or team exercises	Real case study answers	Retake and ordinary round	25.00%
In-class analysis and discussion of issues	Active participation in class	Retake and ordinary round	20.00%

PROGRAMS

AI26-Exchange Program Bachelor in Business and Artificial Intelligence (Undergraduates: Business)
AI26 Year 1 (Optative)

B13-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)
B13 Year 1 (Optative)

B13S-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)
B13S Year 1 (Optative)

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA20 Year 2 (Optative)

BBA23-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA23 Year 2 (Optative)

BBA25-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA25 Year 2 (Optative)
BBA25 Year 1 (Optative)

DBAI23-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)

DBAI23 Year 3 (Optative)

GBD23-Double Degree in Business Administration and Law (Undergraduates: Law)
GBD23 Year 2 (Optative)
GBD23 Year 4 (Optative)
GBD23 Year 1 (Optative)
GBD23 Year 5 (Optative)
GBD23 Year 3 (Optative)

GRB20-Bachelor of Business Administration (BBA) (Undergraduates: Business)
GRB20 Year 3 (Optative)
GRB20 Year 1 (Optative)
GRB20 Year 4 (Optative)
GRB20 Year 2 (Optative)

N90-BI Norwegian Business School (Summer School: Business)
N90 Year 1 (Optative)