

Module title Business Consulting				
Module code KBCO	Level Bachelor (B.Sc.)	Hours per week 2 + 2 virtual	ECTS credits 5	Duration 1 semester
Module instructor Prof. Dr. Westner	Lecture type Interactive seminar with project work	Prerequisite(s) Fundamentals of Management; Fundamentals of Project Management		Grading Reports and presentations
Objectives Upon completion of this course students will have gained the following abilities: <ul style="list-style-type: none"> • Ability to pitch for, to plan, and to execute a business project following generally agreed principles of project management and professional conduct • Ability to work collaboratively and professionally together as a team using groupware technology • Ability to research and to analyse a company and its business environment strategically and to draw meaningful and actionable business implications • Ability to structure and visualize verbal and written communication according to professional business standards • Ability to create and deliver work results in a professional manner in English language 				
Content <ul style="list-style-type: none"> • Professional and corporate context <ul style="list-style-type: none"> ○ Characteristics of professional services industry ○ Characteristics and key success factors of project work ○ Characteristics of collaborative work in dispersed and heterogeneous teams • Strategic management and research tools <ul style="list-style-type: none"> ○ Fundamental concepts for analysing companies and their markets internally/externally ○ Information research and knowledge creation • Project management good practices <ul style="list-style-type: none"> ○ Project Initiation ○ Project Planning ○ Project Execution ○ Project Monitoring • Student project work <ul style="list-style-type: none"> ○ Pitch and plan a project ○ Execute the project ○ Monitor the project ○ Communicate professionally with, e.g., jour fixe meetings, steering committees and the associated results in form of minutes, status reports, and presentations 				
Textbook/teaching material <ul style="list-style-type: none"> • Own lecture notes • Wickham, Louise & Wilcock, Jeremy (2016). Management Consulting: Delivering an Effective Project. Pearson. • Zelazny, Gene (2006). The Complete Say It With Charts Toolkit. McGraw-Hill. • Minto, Barbara (2008). The Pyramid Principle. Pearson. • Rothaermel, Frank (2017): Strategic Management. McGraw-Hill. 				

Note: this is not the official course descriptor according to the "Studien- und Prüfungsordnung" (SPO)