

Summer School Lisbon Syllabus

Subject:

MANAGEMENT CONSULTING ESSENTIALS - THINK LIKE A CONSULTANT

Lecturers:

Professor Nuno Pedro

Extensive experience with more than 20 years executing consulting projects in a diversity of companies, industries and countries

Specialized in strategic advisory, including business strategy, strategic planning, business model design and operational model transformation

Visiting Professor at Iscte Business School, Faculdade de Economia da Universidade de Coimbra and ITAE Business School. Head Teacher at iXperience.

Course Structure:

| |
|---|
| Course Title: MANAGEMENT CONSULTING ESSENTIALS - THINK LIKE A CONSULTANT |
| Department: Marketing, Operations and General Management |
| Target: bachelor and master students |

Pre-requisites: None

Objectives:

This programme is designed to introduce the participants to the world of management consulting and the way consultants address and solve business problems.

At the end of the course the student should be able to:

- Understand key business concepts and their relevance for consulting
- Learn an approach for problem solving that cuts across industry, functions and business size
- Develop competences in working proficiently with management consulting toolkit (e.g., problem solving, PowerPoint, Excel) and developing soft skills (e.g., communication skills, client counselling)
- Identify key steps in the management consulting recruiting process, especially networking with key persons

Programme:

CP1. Strategy and Key Business Concepts

1. What's strategy?
2. External and Internal Strategic Analysis
3. Business model components
4. Strategic Plan
5. Growth Options

CP2. Management Consulting

6. What's Consulting?
7. 7 Steps Model
8. Issue based problem solving
9. Analysis tools
10. Business modelling

CP3. Structured Communication

11. What's Structured Communication?
12. Structured communication principles
13. Presentation skills
14. Preparing a good presentation

CP4. Consulting Recruitment Process

15. The recruitment process for consulting firms
16. Writing a good resume/CV
17. Components of a consulting interview
18. Cracking the interview
19. A career in consulting

Assessment:

The evaluation is based on the following components and respective weights:

- Class participation and attendance: 50%
- Project (group assignment): 50%

Teaching Method:

Interactive format with active participation throughout the sessions (with in-class debates, case studies work out and discussion of projects). Group work, in and after class, to develop a project on a specific subject

Reading:

The students will be provided at the beginning of the Summer School with a **Course Reading Packet** consisting of articles, various texts and case studies.

References:

- Osterwalder, Alexander et al. Value Proposition Design: How to Create Products and Services Customers Want (Strategyzer). Wiley, 2014
- Osterwalder, Alexander. and Pigneur, Yves. Business Model Generation. Wiley, 2013
- Martin, Roger and Lafley, A. G.. Playing to Win, how strategy really works. Harvard Business Review, 2013