

Course Profile
Department of Management / Management Program

Course Number : MAN392	Course Title: Management Consultancy
Required / Elective : Elective	Pre / Co-requisites : -
Catalog Description: The course is designed to introduce management consulting both as a method for improving management and business practices; and as a profession with its own practice guidelines. It, therefore, covers the nature and specifics of management consulting, reviews the consulting process and management of consulting projects as well as providing a systematic review of consulting in various functions of management.	Textbook / Required Material : Required reading material in the form of course notes as a manual is provided. And is used as a textbook. Additional books recommended for reference Are: Management Consulting: A Guide to the Profession, Edited by Milan Kubr, I.L.O., Geneva Management Consulting, Philip Wickham, Pearson Education, Essex 1999. Management Consulting: Delivering an Effective Project, Philip Wickham, Pearson Education, Essex 2004
Course Structure / Schedule : (3+0+0) 3 / 6 ECTS	
Extended Description : The course starts with an understanding of the nature and purpose of management consulting and the consulting profession. In specific, the consulting environment is analyzed with reference to the consultant-client relationship, consulting and change, consulting and culture; professionalism and ethics, and consulting norms. The consulting process is reviewed in full going through the detailed contents of each major stage like: entry, diagnosis, action planning, implementation, and termination. The management of a consulting project is discussed and real life examples are conducted through a series of mini cases. The course then moves onto the application of management consulting projects specifically aimed at the different functions of management providing guidelines as to how to approach, analyze and diagnose problems and find solutions in strategic and general management, financial management, marketing, production, human resource management, and information and technology management.	
Design content : None	Computer usage:
Course Outcomes: [relevant program outcomes in brackets]: By the end of this course, students will be able to: 1. Understand Management Consulting as a profession in all aspects including theory, analysis, and application. [1, 2, 6, 11, 14] 2. Familiar with the most typical business problems in general and strategic management, marketing management, human resources management, financial management, information technology applications, and possible solutions. [10, 11, 13] 3. Design a management consulting project, make a management consulting project proposal, and to prepare a consulting contract. [3, 12]	
Recommended reading:	

Other than required course notes, various sections of the recommended textbooks an other textbooks are provided as photocopies along with the downloads of various articles from business periodicals and websites posted onthe Course on line, university website.

Teaching methods:

Lectures, mini case studies, weekly assignments, class dicussions of current business problems relevant to the material covered in the course.

Assessment methods:

Attendance and class participation : 20 %

Midterms: 30 %

Final Examination: 30 %

Mini case applications and assignments 20 %

Student Workload/ECTS (European Credit Transfer System) Tableau:

Activity:	Number:	Duration (hour):	Total Workload (hour):
Pre- reading	13	1	13
Lectures	13	3	39
Post reading	13	5	65
Mini case studies	11	2	22
Assignments	11	1	11

TOTAL: 150 hours / 25 = 6 ECTS

Weekly Subjects and Related Preparation Studies

Week	Subject	Related Preparation
1	Introduction to Management Consultancy	Joe O'Mahoney & Calvert Markham, Management Consultancy, Oxford University Press.
2	Foundations of Management Consultancy	Joe O'Mahoney & Calvert Markham, Management Consultancy, Oxford University Press.
3	Types of Management Consultancy	Joe O'Mahoney & Calvert Markham, Management Consultancy, Oxford University Press.
4	Sectoral Differences in Management Consultancy	Joe O'Mahoney & Calvert Markham, Management Consultancy, Oxford University Press.
5	Client-Consultant	Joe O'Mahoney & Calvert Markham, Management

	Relationship	Consultancy, Oxford University Press.
6	Management Consultancy Life-Cycle	Joe O'Mahoney & Calvert Markham, Management Consultancy, Oxford University Press.
7	Approaches in Management Consultancy	Joe O'Mahoney & Calvert Markham, Management Consultancy, Oxford University Press.
8	Methods and Tools in Management Consultancy	Joe O'Mahoney & Calvert Markham, Management Consultancy, Oxford University Press.
9	Consultancy Skills	Joe O'Mahoney & Calvert Markham, Management Consultancy, Oxford University Press.
10	Managing the Consultancy Process	Joe O'Mahoney & Calvert Markham, Management Consultancy, Oxford University Press.
11	Issues in Strategy, Finance and People	Joe O'Mahoney & Calvert Markham, Management Consultancy, Oxford University Press.
12	Risk and Ambiguity in Management Consultancy	Joe O'Mahoney & Calvert Markham, Management Consultancy, Oxford University Press.
13	Ethics of Consultancy	Joe O'Mahoney & Calvert Markham, Management Consultancy, Oxford University Press.
14	The Consultancy Career	Joe O'Mahoney & Calvert Markham, Management Consultancy, Oxford University Press.

The Relationship Between Course Learning Outcomes and Program Qualifications

	Program Qualifications / Outcomes	Level of Contribution				
		1	2	3	4	5
1	Comprehend the principal theories and the terminology of international trade.		X			
2	Integrate the theories of international trade with the real life functions in changing global business world.		X			
3	Apply international finance knowledge and accounting methods into global cases.				X	
4	Be able to integrate planning and management of logistic function and supply chain activities from an international perspective.		X			
5	Comprehend the key concepts of global marketing.				X	
6	Evaluate the risks that foreign trade companies and multinational					X

	companies face and analyze them.					
7	Explain the different political, legal, and economic systems and technological forces in the international environment.					X
8	Develop a conceptual framework for the analysis, evaluation and development of goals and strategy for organizations in a global context.					X
9	Communicate and present ideas effectively in verbal and written.			X		
10	Participate in a team work effectively and increase the dynamics of the team.			X		
11	Use computer-based technology and related packaged software.		X			
12	Consider the principal laws and legislations that provide the legal framework for foreign trade.	X				
13	Have the consciousness of ethics and social responsibility issues.					X
14	Achieve an interdisciplinary point of view.					X
Prepared by : Turan Tiryakioğlu		Revision Date : 06/2013				