

MCM5021 BUSINESS CONSULTANCY

Course Code	MCM5021	Semester	IV
Course Title	<i>BUSINESS CONSULTANCY</i>		
Credits	3	Type	ELECTIVE

This course shall have 3 lecture hours, 2 practicals, 1 tutorial.

This is a Skill based, employability based, and entrepreneurship skill based course.

Course Objective

To provide knowledge on organizational and business consulting and understanding to develop strategy to deploy and be successful in consulting business.

Learning Objectives

- To provide you with an overview the ‘world’ of general management consulting.
- To apply course theories and principles to provide consulting services to actual clients.

Course Structure

UNIT I

Role of the Consultant- Operational role and Strategic role - Making the Decision to Become a Consultant- - Consulting as a Business - Ethical consultants- Principles of ethical consulting
Organizational Consulting – meaning - How organizational consulting differs from business consulting – Gender imbalance in management consulting firms.

UNIT II

Building Trust with Clients: Trust as the ante in the game of consulting- Factors that contribute to a trusting relationship- How to build credibility as a consultant- Communication issues that can derail consulting interventions.

UNIT III

Negotiating Expectations and Contracting: How to ensure that you identify and meet client expectations. Working with the scope of your agreement. How to negotiate expectations, and respective roles & responsibilities with clients- Elements typically found in a consulting agreement.

UNIT IV

Dealing with Resistance: Factors which create client resistance- How to recognize resistance- How to overcome resistance.

Practicals

- Analysis of different role as a consultant in various organizations.
- Setting up of a consulting business.
- Identification of Business Consultancy services in India.

Skills

- Understand different role of consultants in various organizations.
- Develop skills that enable students to take up consulting as a business.
- Generate understanding of building trust and credibility of consultant.

Learning/Course Outcomes

- Students will be able to appreciate the characteristics of consultancy when viewed as a service offered for sale.
- Able to identify suitable contexts for using consultants.
- Identify, gather information and evaluate the sustainability of competing consultants.

Books for Reference:

1. Barcus, Sam W., & Wilkinson, Joseph W. (Editors). Handbook of Management Consulting Services. New York: McGraw-Hill,1995.
2. Bell, Chip R. and Leonard Nadler. Clients and Consultants: Meeting and Exceeding Expectations. 2nd Edition. Gulf Publishing Company, Book Division, Houston.
3. Chris Galea: Consulting for Business Sustainability: Routledge Publications.
4. Connor, Dick & Davidson, Jeffrey. Marketing Your Consulting and Professional Services. New York: John Wiley & Sons, 1990.
5. Cveljo, Katherine. Management Consulting. New Jersey, Scarecrow Press,1993
6. Douglas Gray: Start and Run a Profitable Consulting Business: Kogan Page Publishers.
7. F Czerniawska : Management Consultancy: Springer.
8. Morgen Witzel: Management Consultancy: Routledge.
9. Philip Sadler: Management Consultancy: Kogan Page Publishers.
10. Richard Newton: The Management Consultant Mastering the Art of Consultancy: Pearson