



A POLYTECHNIC INSTITUTION

School of

Program: Information Technology Management

Option:

BUSA 4850**Consulting Skills and Problem Solving****Start Date:** September 10, 2010**End Date:** December 10, 2010**Total Hours:** 30 **Total Weeks:** 15**Term/Level:** 3 **Course Credits:** 3**Hours/Week:** 2 **Lecture:** **Lab:** 2**Shop:** **Seminar:** **Other:****Prerequisites****BUSA 4850 is a Prerequisite for:****Course No. Course Name****Course No. Course Name**

BUSA 4900 Directed Studies

■ Course Description (required)

This is an introductory course in the theory and application of Consulting Skills and Problem Solving. The intent of the course is to provide students with a set of tools that will help them solve unstructured business problems. While the course is not specific to the Information Technology Industry, the methodologies taught are widely practiced by IT and Management Consultants.

■ Evaluation

Assignment 1	10%
Assignment 2	5%
Assignment 3	10%
Assignment 4	25%
Final Exam	35%
Participation	15%
TOTAL	100%

Comments: Students are expected to be fully engaged in class discussions and activities. Partial participation marks will not be granted for marginal in-class performance, or less than full attendance in lectures and labs.

■ Course Learning Outcomes/Competencies

Upon successful completion, the student will be able to:

- Appreciate the role a consultant plays and the skills required to be a successful consultant
- Learn how consulting work is sourced and the pros & cons of different approaches
- Acquire the skills required for dealing effectively with prospective and actual clients
- Learn how effective consulting proposals are developed and written
- Identify different pricing strategies, their strengths and weaknesses
- Recognize the types of consulting contracts and contract elements
- Understand the negotiating process and different negotiating tactics in use
- Appreciate the types of ethical problems faced by a consultant and how such issues can be handled
- Learn how to write effective consulting reports and make professional presentations to clients
- Recognize the opportunities and difficulties associated with marketing consulting services online
- Learn how set up and run an independent consultancy
- Identify the stages of team development of a consulting team
- Acquire skills necessary for resolving team performance issues

■ Verification

I verify that the content of this course outline is current.

MF Marshall

July 7, 2010

Authoring Instructor

Date

I verify that this course outline has been reviewed.

Program Head/Chief Instructor

Date

I verify that this course outline complies with BCIT policy.

[Signature]

Dean/Associate Dean

July 6 / 10

Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

■ Instructor(s)

Fred Mandl, B.Sc. MBA

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Office Phone: (604) 816-4902

Office Hrs. By

E-mail Address: fmandl@shaw.ca

Appointment

Only

■ Learning Resources

Required:

How to Make It Big As A Consultant

William A. Cohen, Ph.D.

AMACOM, American Management Association

Fourth Edition

■ Information for Students

The following statements are in accordance with the BCIT Student Regulations Policy 5002. To review the full policy, please refer to: <http://www.bcit.ca/~presoff/5002.pdf>.

Assignments: Late assignments or projects will not be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.

Attendance: The attendance policy as outlined in the current BCIT Calendar will be enforced.

Course Outline Changes: The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

Illness: A doctor's note is required for any illness causing you to miss assignments, quizzes, test, projects or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated (i.e. an average is given according to your performance throughout the course)

Makeup Tests, Exams or Quizzes: There will be no makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for documented medical reasons or extenuating circumstances.

Labs: Lab attendance is mandatory. Lab exercises are due at the end of the lab period.

I.D. Required in Examination Centres: Effective December 2000, in order to write exams, students will be *required* to produce photo-identification at examination centres. Photo I.D. must be placed on the desk before an exam will be issued to the student. The I.D. must remain in view on the desk while writing the exam, for inspection by invigilators. Students should bring a BCIT OneCard or, alternatively, two pieces of identification, one of which must be government photo I.D. such as a driver's license. Please see BCIT Policy #5300, Formal Invigilation Procedures

Academic Misconduct:

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances are prohibited and will be handled in accordance with the 'Violations of Standards of Conduct' section of Policy 5002.

Attempts:

Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from their respective program.

■ Assignment Details

Students are required to complete, *on group basis*, a multi-part assignment which provides an opportunity to apply the concepts presented in class to a typical workplace situation. Details of the assignment will be provided by the instructor.

Schedule

*This schedule is subject to change at the discretion of the instructor:

Week of/ Number	Material to be Covered	Assignments	Due Date
1 10/09/10	The Business of Consulting Definition of Consulting Why Hire A Consultant Skills Required To Be A Consultant	Chpt 1	
2 17/09/10	How to Get Clients Direct and Indirect Marketing Methods Writing an Effective Business Solicitation Letter	Chpts 2, 3	
3 24/09/10	Making the Initial Interview a Success Preparing For And Conducting the Interview Persuasion and Credibility	Chpt 5	Business Solicitation Letter
4 01/10/10	Understanding Your Customer Assessing Your Customer Audience Types of Decision Makers Dealing With Gatekeepers		
5 08/10/10	Writing Effective Proposals The Proposal Development Process Proposal Content and Structure	Chpt 6	
6 15/10/10	Pricing Your Services Price Strategies and Billing Methods Determining Your Hourly/Daily Rate	Chpt 7	
7 22/10/10	Preparing a Consulting Contract Types of Consulting Contracts Elements of a Consulting Contract	Chpt 8	Your Pricing Structure
8 29/10/10	Negotiating With Your Client The Negotiating Process Negotiating Tactics	Chpt 10	
9 05/11/10	Ethics in Consulting Typical Ethical Problems & Implications Handling Ethical Issues	Chpt 13	Consulting Contract
10 12/11/10	Writing the Consulting Report Making Professional Presentations	Chpt 14	
11 19/11/10	The Internet and Consulting Marketing Your Services Online	Chpts 15, 16	
12 26/11/10	How to Run Your Consulting Business Selecting The Appropriate Legal Structure Other Legal Necessities Controlling Expenses, Records Management	Chpt 17	Consulting Proposal
13 03/12/10	How to Lead Consulting Teams Team Stages and Dynamics Resolving Team Performance Issues	Chpt 19	
14 12/12/10	Course Review		
15	Final Exam		