## Module title

Business Consulting

<table>
<thead>
<tr>
<th>Module code</th>
<th>Level</th>
<th>Hours per week</th>
<th>ECTS credits</th>
<th>Duration</th>
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</thead>
<tbody>
<tr>
<td>KBCO</td>
<td>Bachelor (B.Sc.)</td>
<td>2 + 2 virtual</td>
<td>5</td>
<td>1 semester</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Module instructor</th>
<th>Lecture type</th>
<th>Prerequisite(s)</th>
<th>Grading</th>
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</thead>
<tbody>
<tr>
<td>Prof. Dr. Westner</td>
<td>Interactive seminar with project work</td>
<td>Fundamentals of Management; Fundamentals of Project Management</td>
<td>Reports and presentations</td>
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### Objectives

Upon completion of this course students will have gained the following abilities:

- 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

- Professional and corporate context
  - 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
  - Fundamental concepts for analysing companies and their markets internally/externally
  - Information research and knowledge creation
- Project management good practices
  - Project Initiation
  - Project Planning
  - Project Execution
  - Project Monitoring
- Student project work
  - 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 or minutes, status reports, and presentations

### Textbook/teaching material

- Own lecture notes

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