



PERSONA CIENCIA EMPRESA

UNIVERSITAT RAMON LLULL

**Code:** 80515**Name of the subject:** Consulting Projects**GENERAL CHARACTERISTICS**

<b>Number of credits ECTS:</b>	3.0
<b>Language/s</b>	Catalan Spanish English
<b>Type</b>	Normal
<b>Professor/s</b>	Martorell Loubière, Gérard

**DESCRIPTION****BRIEF DESCRIPTION AND JUSTIFICATION**

The goal of the subject is to expose students to real companies that seek advice in the form of consultancy in areas related to business strategy, market research, finances or any other business-related area. Consulting projects are carried out with companies in Spain (Barcelona area, 1,50 ECTS) and with companies in the San Francisco Bay area (1,5 ECTS).

**COMPETENCIES**

- Analyze the relationships within a global economy, the economic factors that affect those relationships and their implications for a company(CE1).
- Learn the different techniques to generate ideas for entrepreneurial projects(CE2).
- Understand the different sources of funding for the creation of new ventures in a global economy(CE3).
- Use advanced techniques in operations management in a global context (CE4).
- Identify, analyze and propose strategies to overcome entry barriers faced by companies in a global context (CE6).
- Understand the principles of leadership, and apply them in a global context (CE8).
- Develop an ethical behavior during the practice of professional activities (CT1).
- Foster innovation (CT2).
- Develop an entrepreneurial spirit (CT3).
- Apply a global vision in management(CT4).
- Understand and use new technologies (CT5).
- Apply the new learnings in professional situations (CT6).

**PREREQUISITES**

- Requirements legally established to access postgraduate programs.
- English proficiency (TOEFL 7.0 or equivalent).

## CONTENTS

The subject involves developing a consulting project for a company.

The target companies define in advance a briefing that is reasonable to be conducted part time by the master students in a 4-month period. Typically, students will work in groups of 5 individuals. A mentor from the Company follows progress of the project and provides coaching, and a mentor from the University oversees the process and provides guidelines and support. Students end up presenting the conclusions of their work to the Company and to the professor(s) in charge.

## METHODOLOGY

### TRAINING ACTIVITIES:

Training activities	ECTS Credits	Competencies
Lectures presenting concepts and procedures	0,25	CE1, CE2, CE3, CE4, CE6, CE8, CT1, CT2, CT3, CT4, CT5, CT6
Practical sessions (exercises, case resolution)	0,50	CE1, CE2, CE3, CE4, CE6, CE8, CT1, CT2, CT3, CT4, CT5, CT6
Assignments by Students	2,00	CE1, CE2, CE3, CE4, CE6, CE8, CT1, CT2, CT3, CT4, CT5, CT6
Seminars or tutorials	0,25	CE1, CE2, CE3, CE4, CE6, CE8, CT1, CT2, CT3, CT4, CT5, CT6
Personal study activities		
Assessment sessions		
Internship in Company		
<b>TOTAL</b>	<b>3,00</b>	

## EXPLANATION OF TEACHING METHODOLOGY

The methodology applied to this course is based on:

- Seminars provided by the instructor(s).
- Working closely with the company assigned to the group
- Reports and Presentations.

## EVALUATION

### METHODS OF EVALUATION

Evaluation Methods	Weight	Competencies
Final exam	-	
Partial exams	-	

Following up activities	-	
Homework and presentations	-	
Experimental work or fieldwork	-	
Projects	60%	CE1, CE2, CE3, CE4, CE6, CE8, CT1, CT2, CT3, CT4, CT5, CT6
Evaluation of the company or institution	40%	CE1, CE2, CE3, CE4, CE6, CE8, CT1, CT2, CT3, CT4, CT5, CT6
Participation	-	

## LEARNING OUTCOMES

This subject allows students to practice the skills of project management and problem solving. Students are confronted with a real challenge posed by companies that encompasses dealing with market, financial and business information. Students need to carry out literature search, data mining and/or consumer or customer interviews to solve the problem presented by the company.

## EVALUATION

1. Class Participation
2. Preparation of the Consultancy Project

## EVALUATION OF COMPETENCIES

The goals of the course are to ensure that students: 1) understand the concept of Consultancy and its different phases; 2) are able to analyze a firm, its market/product, and the proposed briefing using a logical approach. This has to be performed in groups; and 3) ultimately acquire the skills required to address another pair firm/problem.

A good consultancy is the one that allows a firm to achieve its goals and that deals with the firm employee's feelings so as the proposed solution is implemented.

The assessment is based on the presentation each student has to perform in front of the company. At least once during the course, the assigned group to a particular firm has to present the results. Each student is asked to present a part of the global presentation. Linked to this, the group is also asked to communicate with the firm during the course on a written way via emails or handing over documents that have been prepared by them.

### Rating:

Level of achievement is assessed in the following manner:

1. Poor achievement (level of proficiency = 1): "Only able to understand the concept of consultancy."
2. Average achievement (level of proficiency = 2): "In addition, able to perform the required tasks using a coherent method."
3. Excellent achievement (level of proficiency = 3): "Able to achieve 1) and 2), and also to design a consultancy project from scratch."

## BIBLIOGRAPHY

**Bibliography**

The course is based on keynotes and cases, team work, and presentation of the results. Materials will be updated on a yearly basis and provided to the students.

**DOCUMENT RECORD**

**PREVIOUS CHANGES**

**LAST REVISION**

September the 1st 2017. Dr. Carlos Malet, Dr. Tom Maier, Mrs. Martine van Tol