



C. T. Bauer College of Business
UNIVERSITY OF HOUSTON

BUSINESS CONSULTING LAB

GENB/MARK 7393/7394

**SECTION: 24374/24375/24378/24380
FALL 2023 MON 6:00-9:00 PM**

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**Textbook: The Basic Principles of Effective Consulting, Linda K. Stroh, PhD. Second Edition.
ISBN:978-1-138-54289-1**

LEARNING GOALS:

This course provides graduate students with a unique opportunity to learn-by-doing, solving a business problem for a real client. Students will be working on a team solving a problem in a dynamic, real-world environment. Students will learn:

1. Business analysis and decision making
2. The role of a business consultant
3. Project management
4. Communication, both written and oral
5. Teamwork
6. Listening skills
7. How to conduct yourself in an ethical manner

8/21 Introduction, formation of groups, assignment of clients. CHAPTERS 1, 2, **VR 1, VR 2, VR 3**

9/4 LABOR DAY HOLIDAY. By this date, the first meeting with your client will have taken place. I will attend this meeting

9/11 Project Charter/Scope Due CHAPTERS 3, 4, 5 **VR 4, VR 5**

9/18 Information Gathering CHAPTERS 6, 7, 8

9/25 Project Proposal Due CHAPTERS 9, 10, 11 **VR 6**

10/2 Client check-in. Progress report due. First Peer Evaluation due.

11/6 Client check-in. Progress report due. Second Peer Evaluation due.

11/13 How to make an effective presentation (via Zoom) **VR 7, VR 8**

11/20 Presentation of Final Report to class. Everyone is required to offer feedback.

12/4 to 12/14 Presentation of Final Report to client. I will attend this meeting.

BOLD = In Person Class

VR = Video Resource

IMPORTANT. When meeting with your client, you are representing the C. T. Bauer College of Business of the University of Houston. As such, you must comport yourself in a professional manner. This means:

NEVER be late for ANY meeting

During meetings, silence your phone and DO NOT text, send emails or check your phone

Always prepare a meeting agenda and send it out in advance of the meeting

Always provide a meeting recap and send it out after the meeting

Look professional when meeting with your sponsor or client

No chewing gum

When presenting, make sure your hands are not in your pockets

Be respectful at all times to your colleagues, your sponsor and client

Be actively engaged at all times

Respect and maintain confidentiality

Engage in ethical behavior AT ALL TIMES (WWGD)

Anything you submit for this class should be written in a professional style and **with no errors**. You should first take advantage of the readily-available tools that come with Word, such as **Spellcheck and Grammar check**. Next, after each member of your team has reviewed your paper/presentation, you should have a third-party **proofreader/editor** read it to see if it conveys your message and check for clarity, errors, omissions, typos, etc. You should also take advantage of the **UH Writing Center**, located in the Classroom and Business Building (**CBB**) **Room 220**. They offer online, one-on-one consultations to help improve your written submissions. Their writing consultants work with you to develop, articulate, and organize your thoughts and ideas (<http://uh.edu/writecen>). This free service is especially useful if English is not your native language.

DELIVERABLES:

1. PROJECT CHARTER/SCOPE. 1-2 pages. **Must be approved by instructor before sharing with client.**
Includes Industry and Company background; statement of problem. Project focus and scope. What is included and what is excluded in the project.
2. PROJECT PROPOSAL. 6-8 pages. **Must be approved by instructor before sharing with client.**
Includes Introduction; Industry and Company background. Problem Definition or the challenge facing the client. Specific focus and scope of the project. What is included and what is excluded in the project. (NB Project Creep). Process, Analytical approach i.e. what information will be gathered and how will it be gathered. Project Plan and Timetable.
3. FINAL REPORT. 20-30 pages. **Must be approved by instructor before sharing with client.**
Includes Executive Summary, Background and Situation Analysis, SWOT Analysis, Statement of Problem, Process, Analytical Approach, Analysis and Findings, Recommendations, Appendices as necessary.
4. CLIENT PRESENTATION. 30 minutes plus 15 mins Q&A. The presentation of your project must be made to the instructor and your classmates **PRIOR** to making the presentation to your client. This will be your opportunity to solicit feedback on your recommendations from your instructor and your classmates. Following this, you will schedule a presentation to your client.

VIDEO RESOURCES:

WORKING IN TEAMS:

VR 1 <https://www.youtube.com/watch?v=SwJzVmTR92s> Characteristics of Effective Teams. Alex Lyon 4:07

LISTENING:

VR 2 <https://www.youtube.com/watch?v=7wUCyjiyXdg&t=3s> Active Listening Skills. Alexander Lyon 06:13

VR 3 <https://www.youtube.com/watch?v=6jeUWhn-7HU&t=369s> Comprehensive Listening Skills. Alexander Lyon 07:08

PROJECT MANAGEMENT:

VR 4 https://www.youtube.com/watch?v=tuQpGzL_14g How to Make the Best Gantt Chart in Excel. David McLachlan 15:58

VR 5 https://www.youtube.com/results?search_query=project+management 10 Project Management Terms You Need to Know. Adriana Girdler 13:56

ETHICS IN BUSINESS:

VR 6 <https://www.youtube.com/watch?v=pHrDUu4Rjtg> The Importance of Business Ethics. Travis Stewart 8:00

PRESENTING:

VR 7 <https://www.youtube.com/watch?v=Iwpi1Lm6dFo> How to Avoid Death by PowerPoint. David Phillips 20:31

VR 8 <https://www.youtube.com/watch?v=MjcO2ExtHso> Life After Death by PowerPoint. Don McMillan 03:59

GRADING:

PROJECT CHARTER/SCOPE	20
PROJECT PROPOSAL	20
FINAL REPORT	30
CLIENT PRESENTATION	20
CLIENT FEEDBACK	<u>10</u>
TOTAL	100

FEEDBACK:

At the conclusion of the project, feedback on the value that your team provided to the client as well as on the professionalism of each team member will be solicited by the client and will form part of your final grade. In addition, **Peer Evaluations** will be used at the mid-point and at the end of the semester. Everyone will be asked to evaluate the performance of the members of their own team. Both the **Client Feedback Form** and the **Peer Evaluation Form** can be found at the end of the syllabus.

CLIENT FEEDBACK FORM

Please check one box below for each question

	STRONGLY AGREE	NEITHER AGREE OR DISAGREE	STRONGLY DISAGREE
The work done by the team has value to our organization			
The work done by the team was high quality			
The team showed professionalism at all times			
The team worked well with the client			
The team was always on time for meetings, etc.			
The team issued a meeting agenda and recap before/after each meeting			
The team communicated effectively with the client (meetings, project status, etc.)			

Do you have any particular observations on the team members?

TEAM MEMBER

OBSERVATIONS

Is there anything else you would like to tell me or the team?

PEER EVALUATION FORM

YOUR NAME _____

DATE _____

NAME OF TEAM MEMBER	QUALITY OF EFFORT	QUANTITY OF EFFORT

- A = Excellent**
- B = Above Average**
- C = Marginal**
- D = Unacceptable**

Observations:
