

American University of Central Asia
Course Information
School of Entrepreneurship and Business Administration
Fall 2017

Course Title:	Senior Thesis: Consulting Track
Course Code:	BUS-486
Course Coordinator:	Aisulu Sulaimanova
Course Duration:	15 weeks
No. of Credit Units:	3
Class meeting:	Tues 9:25-10:40am
Mode:	Lecture and seminar
Contact:	Sulaimanova_a@auca.kg
Appointments/Hours	By appointment

Subject Pre-Requisites (If any): Senior standing

1. Abstract:

The course designed to guide students through their team-projects for real businesses (Clients) and is intended to result in a client-report to be presented as a Senior Thesis by end of the Academic year. The businesses are selected from various industries and can differ on focus – from marketing to HR and organizational change to business growth and a new product line development. The students will use both soft and hard skills they have: different theories in business and economics, data gathering, analysis and interpretation, etc to successfully complete their capstone projects.

2. Course Aims:

The goal of this course is introduce graduating students to consulting industry and equip with basic skills and knowledge to enter it in future. The students will have opportunities to learn about the nature of the business, its various phases, ethical aspects and challenges. Cases, readings, and guest speakers will advance the students' understanding of consulting profession from various angles: industry, geography and scale.

3. Learning Outcomes:

Upon successful completion of this course, students will be able to:

1. Navigate among various types of consulting assignments and identify a strategic approach to a client
2. Apply basic phases of a consulting process in their (future) organization
3. Identify most appropriate research instruments, use various data-collection techniques and analyze them

4. Complete their capstone project in the next semester under minimal supervision
5. Learn and exercise client engagement skills by using work planning and business communication skills
6. Improve their team-work skills
7. Further develop their job interview skills based on case in point exercises

4. Assessment Tasks/Activities

Grade Component	Percent
Class Participation and Engagement with Materials	30%
Peer Review presentation (Capstone Project Progress check)	40%
Case assignments	30%
Total	100%

5. Course Policies:

Course instructor reserves the right to modify any and all portions of this syllabus at any time during the period of the course. Any modifications will be communicated in writing to students.

6. Submission of Assignments:

Written assignments are to be completed in APA style Format – *Publication Manual of the American Psychological Association* (Copies are available at **BF 76.7 P83 2010 – this is the 6th ed**)

Assignments are to be submitted in writing online through GoogleClassroom.

Case assignments:

Students must be prepared to discuss each case assignment. Questions for each case assignment will be posted along with the text. Some cases will have to be prepared in writing and submitted to the instructor in email by *9 am on Mondays* prior to the case discussion class. Individual case write-ups should not exceed two pages (1.5 spaced) and team assignments - between 5-7 pages. Team cases will have to be presented in class using visuals. A presentation should be limited to 15 minutes and will be assessed against following criteria:

- Assimilation of information: how well did you understand the case
- Analytical thinking: how was the data used and interpreted
- Presentation: communication skills, quality of the ppt slides, etc

7. Academic Integrity

1. *The use of cell phones (talking, texting, etc.) during class is strictly prohibited. Students violating this policy will be given one (1) warning. A second violation of this policy will result in the student being counted absent for the class.*

- II. *The use of any other electronic devices (SUCH AS LAPTOP, IPADS) during class for any purpose not related to the furtherance of the class objectives is strictly prohibited. Students violating this policy will be given one (1) warning. A second violation of this policy will result in the student being counted absent for the class.*
- III. *Students are expected to follow the AUCA ACADEMIC HONESTY code. All types of plagiarism are strictly prohibited. If a student fails to observe this requirement, the instructor may assign an "F" for the work or an "F" for the whole class, depending on the type of assignment and relevant circumstances. Students are expected to read and follow the section on the Student Academic Dishonesty of the AUCA Code of Student Rights, Responsibilities and Conduct.*
- IV. *You are encouraged to study together and to discuss information and concepts covered in lecture and the sections with other students. You can give "consulting" help to or receive "consulting" help from such students. However, this permissible cooperation should never involve one student having possession of a copy of all or part of work done by someone else, in the form of an e-mail, an e-mail attachment file, a diskette, or a hard copy.*

8. GRADING CRITERIA

This course is graded pass/fail. It *is possible* to fail if you don't keep up with assignments, actively participate and attend class

You will automatically fail the course if one or more of the following are true:

- a. Miss more than 3 classes without a valid and verified emergency
- b. Fail to complete assignments on time or submit inadequate work
- c. On grounds of plagiarism as mentioned in the earlier section.

9. Explanation of Grades Obtained

n/a

10. Tentative Course Schedule: *May change to accommodate guest presenters & student needs*

W#	Date	Session	Readings Assignment
1	September 5	Class overview.	
2	September 12	Introduction to consulting industry. Consultants: types, ethics and client relations	Kubr, Ch 1-6
3	September 19	Managing teams, your client (setting expectations, agenda) and yourself.	Rasiel and Friga, Ch 6,7,8 Fearey (2006) <i>How to write a problem statement for business</i> http://docs.wixstatic.com/ugd/47d2b4_65144572a6304ef18b4c708e8d99c05f.pdf

4	September 26	Consulting process: Framing the problem and designing analysis, gathering data, interpreting results, presenting your ideas and exiting	Rasiel and Friga, Ch 1-4
5	October 3	Data-gathering resources and techniques	http://docs.wixstatic.com/ugd/47d2b4_870c6b0004b24d4cafbee9b0143baf75.pdf
6	October 10	Senior thesis review	
7	October 17	Previous year team presentations	TBC
8	October 24	Guest lecture	TBA. Case study 1 to be posted
9	October 31	Case study 1 discussion. <i>Individual written assignment</i>	
10	November 14	Client Project Peer Review: teams will present their clients and their projects	Peer review
11	November 16	Client Project Peer Review: teams will present their clients and their projects	Peer review
12	November 28	Guest Lecture (Case in Point Interview)	TBA. Case #2 to be posted
13	December 5	Group Case Assignment presentations	
14	December 12	Careers in consulting: how to get in	TBA
15	December 19	Final Class	

11: Readings

1. Cheng, Victor (2012). *“Case Interview Secrets: A Former McKinsey Interviewer Reveals How to Get Multiple Job Offers in Consulting”* Innovation Press
2. Rasiel, Ethan, Friga, Paul N. (2002) *“The McKinsey Mind: Understanding and Implementing the Problem-Solving Tools and Management Techniques of the World's Top Strategic Consulting Firm”*. McGraw-Hill.
3. Kubr, Milan (2002). *“Management Consulting – A guide to the profession”*, International Labor Office. Retrieved from <http://ksg.vse.cz/wp-content/uploads/2012/04/MC.pdf>