



Course Outline 2017
BUSMKT 710: Consultancy Practice (15 POINTS)

Quarter 2 (1174)

Course Prescription

Develops the tools and frameworks required to engage in consultancy work. Engages students in problem framing, identifying and employing appropriate methodologies, and developing and presenting solutions to specific problems. Considers the dynamics of client-consultant relationships.

Programme and Course Advice

Prerequisite: BUSMGT 751, 752, 754, 761 with at least a B average

Goals of the Course

The focus of the course is on developing students' skills for:

- Understanding the role of consulting research in business;
- Understanding the research process and an overview of issues related to research design;
- Understanding particular themes and prescriptions that have influenced scholars and their research; and
- Developing a research proposal for a consultancy research project.

Learning Outcomes

By the end of this course, you will be able to:

1. Analyse and formulate appropriate and rigorous research questions
2. Identify the major types of research designs and assess their suitability for application to different research situations
3. Evaluate the strengths and weaknesses of the research process and the various methods involved
4. Explore the ethical considerations relating to research and approach research in an ethically responsible way
5. Conduct research interviews and presentations effectively and professionally
6. Provide well considered and justified research-led recommendations
7. Write a realistic research proposal in response to client requests

Learning and Teaching

The course is taught on the city campus and comprises of ten weeks of classes. Sessions will include approximately five hours of contact time each week, including formal lectures by faculty, participative discussions of readings, in-class workshops and exercises. In

addition, students are expected to devote around 10 hours in private and group study of course materials. Students are required to read the assigned readings before the class, and participate actively in class discussions and activities. The course uses activities based on readings and discussion analysis of applied business research projects. To maximise learning on the course, students must come fully prepared each week. For classes in which discussions are required, you are expected to have fully prepared for the discussion. This means that you have read the material carefully and identified issues relevant to your own proposal and research areas.

Teaching Staff

Dr. Rhiannon Lloyd, Department of Management and International Business

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Office hours TBC

Learning Resources

Required text: Bryman, A. and Bell, E. (2015). *Business Research Methods*, 4th. Ed. Oxford University Press.

PowerPoint presentations that are used in class will be made available after the respective session on Canvas. You will also receive hand-outs for the week in class. These will contain materials for the lectures, tutorials and TBL session.

Content Outline Week by Week Guide

1. Introduction to Consultancy Practice and Applied Business Research.
2. Client Needs Analysis & Developing Research Questions
3. Research Design and Reviewing the Literature
4. Ethics in Consultancy Research
5. Understanding Data, Mixed Methods and Questionnaire design
6. Interview Methods
7. Interpreting Data & Internet Research Methods
8. Consulting and Communicating
9. Report Writing
10. Developing Recommendations & Course Review

Assessments

Assessment #	Format	% of Course Mark	Due Date
1	Written Assignment	20	Wk4 19 th April (wed)
2	Mid-term Test	20	Wk5 26 th April (wed)
3	Skills Assessment	20	Wk8 19 th May (fri)
4	Portfolio: written Presentation	25 15	Wk10 2 nd June (fri) Wk9 26 th May (fri)

Written assessments will be handed in via Canvas. Details will be provided in class.

The broad relationship between these assessments and the course learning outcomes is as follows:

Learning Outcomes	Assignment 1	Assignment 2	Assignment 3	Assignment 4
1	X			X

2	X	X		X
3		X	X	X
4	X			X
5	X		X	
6				X

Course Outline

Please note that the formats for each type of session (lecture, tutorial and TBL) are different.

Week	Lecture: Monday (11-12:30 325)	Tutorial: Tuesday (9-11 325)	Team Based Learning: Friday (11-1 040B)
1	Introduction to Research	Validity, reliability and generalizability	Team formation
2	Client Needs Analysis	Client Needs Analysis: Developing Research Questions	Creating a Research Question
3	Research Design: Methodology and Method	Research in Action & Ethics	Bank Holiday, TBL rescheduled for Thursday 11-1 room 317 Designing Research
4	Bank Holiday.	Ethics in Research Bank holiday, tutorial rescheduled for Wednesday 19th April 2-4 room 317	Ethical Issues
5	Understanding Data & Pragmatism	ANZAC day, tutorial rescheduled for Wednesday 2-4 room 321 (office hours) Mid-term test (Wednesday evening)	Content: asking questions Task: Designing a Questionnaire Class extended an extra hour: 1-2 room 317
6	Literature Reviewing	Interview Methods	Interview Poster
7	Interpreting Data	Internet Research Methods	Coding Techniques
8	Consulting and communicating	Presentation Recording	<u>Assignment 3 Interview Assessment</u>
9	Presentation Review	Report Writing	<u>Assignment 4 Presentation</u>

10	Developing Recommendations	Course & Assessment Review	Content Discussion (<u>Assignment 4 portfolio hand in</u>)
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Inclusive Learning

Students are urged to discuss privately any impairment related requirements face-to-face and/or in written form with the course director/lecturer and/or tutor.

Academic Integrity

The University of Auckland will not tolerate cheating, or assisting others to cheat, and views cheating in coursework as a serious academic offence. The work that a student submits for grading must be the student's own work, reflecting his or her learning. Where work from other sources is used, it must be properly acknowledged and referenced. This requirement also applies to sources on the world-wide web. A student's assessed work may be reviewed against electronic source material using computerised detection mechanisms. Upon reasonable request, students may be required to provide an electronic version of their work for computerised review.

In the event of an unexpected disruption

We undertake to maintain the continuity and standard of teaching and learning in all your courses throughout the year. If there are unexpected disruptions, the University has contingency plans to ensure that access to your course continues and your assessment is fair, and not compromised. Some adjustments may need to be made in emergencies. In the event of a disruption, the University and your course coordinators will make every effort to provide you with up-to-date information via Canvas and the university website.