



PLANES DE ESTUDIO

AD3002 Management Consulting

SPANISH

CIP: 520201 Business Administration and Management, General.

C-L-U: 3-0-8

Academic department that offers it:
Management

Graduate Programs who offer them:
8 INT09, 9 LATI08, 8 LAE06, 8 LATI11, 8 INT11
Certificates

Requirement:
(AD2002 or TI2002)

Equivalence:
OR00892 ; OR3003 ; AD3022

General aim of the course:
Through this course, the student will understand the characteristics of professional management consulting services, as well as the necessary process to develop methodologies of evaluation and diagnosis in order to identify problems and their possible solutions. For this the following topics are suggested: The consultancy industry. Structuring agreements (client consultant). Implementing agreements (client consultant). Learning through experts. Developing consultancy skills. The international context in the consultancy industry.

Teaching and learning techniques:
Not Specified

Bibliography:
TEXT BOOKS:
* Cohen, William A., How to make it big as a consultant, 3rd ed., New York : New York : Amacom, 2001, eng, 0814470734, 9780814470732

Professor´s profile:
Master Degree in Business Administration/Management; Doctoral Degree in Business Administration/Management
CIP: 520201

Language of Instruction: