

Management Consulting: Differentiating skills

SoSe 2023

Prof Dr. Michael Dowling
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1. Course

The course consists of a mix of lectures and exercises as group work with presentations and colloquiums to convey and discuss results. The course will be taught in English

2. Schedule

Dates: 18.04.-18.07.2023 **Room: H 13** **Time: Tuesdays, from 16:00-19:00hrs**
(*from 16:00-18:00hrs)

3. Overview of course content

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|------------|---|
| 18.04.2023 | Management Consulting - a Pandora's box
Overview of definitions, players, markets, type of projects, the role of young professionals; Introduction to course concept and content |
| 25.04.2023 | What they didn't tell
The need and art of leaving important content out and related typical intentions, Role of speakers, their intentions and how to question the content,
Case Study: Analysis of official statements from C-level Executives |
| 02.05.2023 | A passe-partout to analyse characters
Overview of established models; Introduction to benefits and risks of personality type analysis; Learning to swim: OCEAN, understanding and applying the BFI-10 concept |
| 09.05.2023 | Presentations (What they didn't tell ...) & colloquium (Room ZH3) |
| 16.05.2023 | Presentations (A passe-partout ...) & colloquium |

- 06.06.2023 **How to boost your arguments: gain Influence!**
The relevance of communication in Consulting; Arguments vs Influence: who wins? Understanding the principles of Influence
- 20.06.2023 **Presentations (gain Influence!) & colloquium**
- 27.06.2023 **Influencing with convincing charts**
Avoiding the classic mistakes; Reducing complexity & understanding comparisons; Assigning the most suitable graphics
- 11.07.2023 **Presentations (convincing charts) & colloquium**
- 18.07.2023 **The bigger picture & colloquium***

4. Course Evaluation

The overall grade for the course will be calculated as follows

- Oral participation 20%
- Project work and colloquiums 80%

5. Readings

Required:

- Chance, Zoe (2022); Influence is your Superpower, Random House
- Cialdini, Robert B. (2021) Influence, HarperCollins
- Kahnemann, Daniel (2011) Thinking, fast and slow, Farrar, Strauss, Giroux
- Kotter, John (1996); Leading Change, Harvard Business School Press
- Rosling, Hans (2018) Factfulness, Flatiron Press
- Trompenaars, Fons; Hampden-Turner, Charles (2012) Riding the waves of Culture, Nicholas Brealey Publishing
- Zelazny, Gene (2001) Say It With Charts: The Executive's Guide to Visual Communication

Recommended:

- Brockmann, Dirk (2021) Im Wald vor lauter Baeumen, DTV
- Denning Stephen, (2005) The Leaders Guide to Story Telling, John Wiley & Sons
- Jung, C.G. (1971) Psychological Types, Princeton University Press
- Probst, Gilbert; Gomez, Peter (1989) Vernetztes Denken, Gabler Verlag
- Zimbardo, Philip; Boyd John (2008) The time paradox, Simon & Schuster Press

5. Registration dates 01.02.2023 – 11.04.2023

Please register by sending an email to: suzanne.weinberger@ur.de

- Surname, first name
- Registration number
- Home university
- Bachelor or Master (semester)
- Course of study
- permanent email address

Number of participants: 30 (first come first serve)