

MODULE DESCRIPTOR

MODULE TITLE	Applied Consulting		
MODULE CODE	MD3062 (L6)	CREDIT VALUE	20 / 10 ECTS
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE AIMS

This module will provide the student with the opportunity to apply their own skills and knowledge to formulate observations, reports and or effective solutions. This activity allows them to demonstrate an understanding and recommendation of a solution to a particular policy, practice or production problem within an authentic consultancy setting.

It will provide opportunities to

- investigate an authentic challenge in policy, practice or commercial production
- experience working in a consultancy setting engaging with external organisations as ‘customers’
- apply their knowledge to a real world problem and experience the application of academic practice and scholarly knowledge
- provide an employment-relevant student experience centred around interactions with organisations in public, private or social sectors
- provide ‘client’ organisation with recommendations, underpinned by academic knowledge, on how they could approach a particular challenge or concern
- demonstrate their intellectual knowledge and organisational skills in the formulation of observations, reports and or effective solutions

This module will be offered to final year undergraduate and postgraduate students from participating degree programmes at UCLan Preston.

MODULE CONTENT

The module is delivered in a simulated work environment within the Business Enterprise Centre facility at UCLan’s Westlakes campus within an authentic commercial consultancy setting and structure badged ‘Satellite’.

The focus and limits for each student’s investigation will be individually negotiated by the student and the module and course leaders. The investigation and analysis of an agreed area of work-related activity will be relevant and related to the student’s course and personal interests.

The module is not limited to specific contexts or investigatory techniques. The module provides an intellectual and institutional context for the investigation and analysis of an agreed area of work-related activity, requiring the student to identify that activity, its focus and limits, and agree methods of study through consultation with organisational representative and subject tutor.

As part of the investigation students will be expected to,

- identify, negotiate and agree a managerial, practical, marketing or research problem and related activity;
- link a real-life situation to students own subject-specific knowledge examined through previous and current modules;

- utilise a variety of research materials as well as primary research through the chosen company if appropriate;
- be able to focus and deliver to client under time pressure;
- identify the nature of documentation used in the work related activity, trace its use and development and assess its usefulness; and
- identify problems that arise in the organisation or in the course of the work and the solutions implemented.

Investigations may take the form of a project that inputs into the production of some policy, product or practice whilst others will take the form of investigation (e.g. comparison of methods of service design/delivery or policy), and others still would be limited to a part of a larger activity or activities (e.g. the early stages of planning one or a number of policies, projects or products).

Note that this module will normally be completed in a simulated consultancy work environment

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1. Demonstrate an understanding of organisational problems and documentation
 2. Apply independent research techniques and knowledge previously taught and practised by the student to assist in remedying work related/organisational problems
 3. Critically analyse a business problem/opportunity using both practitioner and academic material
 4. Contextualise and apply knowledge and skills acquired and developed in other modules on their degree course
 5. Contribute to project initiation and client brief meeting
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TEACHING METHODS

This module will provide students with the experience of applying knowledge to practice. It will also provide an authentic experience of working in the context of a consultancy setting using their background knowledge acquired from their academic study to date in the solution of a problem or completion of a task for an external client organisation.

This strategy is based upon face-to-face contact with a specifically selected 'client' organisation in public, private or social sectors chosen in an area directly relevant to the students' degree programme.

The learning experience and assessment strategy of this module has been designed so as to provide students with an overall experience which,

- is authentic, real-world and career-relevant;
- is grounded in scholarly literature and practice;
- requires them to use and engage higher order cognitive processes; and
- provides a challenge, sustains their interest and creates a motivation to learn.

Students are required to draw upon their background knowledge from their degree studies to date and apply it in the completion of a task given to them which requires them to integrate academic theory and concepts and apply them to real-world problems and cases.

Summative assessments comprise an oral presentation to client and a written report for both client and module leader. These assessments are both aligned with module learning outcomes tasks and 'real-world' tasks requiring active engagement by the student.

ASSESSMENT METHODS

This module is assessed through a presentation (20%) and a written report (80%).