

BA International Hotel Management

Organisational Consultancy

BMIH6005

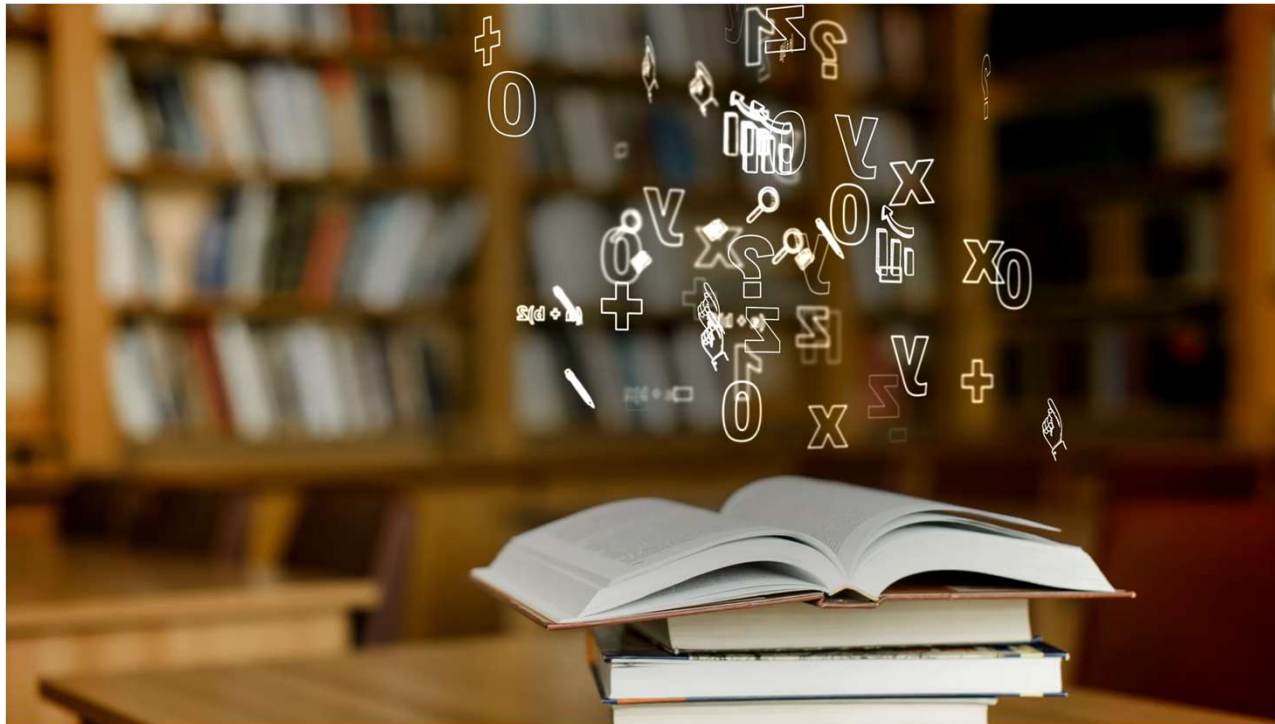
Week Eight

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Outcomes of the session



Module Feedback

Data and data handling
and Quantitative
research and
Qualitative research

Researching solutions
and Action planning

Closing a consulting
project

Module feedback

Take 10 minutes to complete the module feedback questionnaire on Moodle.

BMIH6005

Organisational Consultancy
Institute of Management & Health

Module Information

Assessments

Resits and Reworks

Week 1 - Introduction

WEEK 1

New Activity

Week 2 - What is Organisati...

WEEK 2

New Activity

Week 3 - Client Relationships

WEEK 3

Get a laptop! New Activity

Week 4 - Problem Evaluation

WEEK 4

New Activity

Week 5 - Change Manageme...

WEEK 5

New Activity

Week 6 - Analysis tools and ...

WEEK 6

New Activity

Week 7 - Industry Week

WEEK 7

Week 8 - Data Handling and...

WEEK 8

New Activity

Week 9

WEEK 9

Module Search

Go

Online Resource Lists

Organisational Consultancy (BMIH6005) (11 items)

Before we start

As there are quite a few of us here, please ensure that your microphone is muted during all teaching until you are asked a question or there is a group discussion to prevent background noise.

Your camera must be always on during lectures please.

Use the Teams university background to protect your privacy.

This and all sessions will be recorded so that you can watch it again

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Data handling, data presentation and action planning



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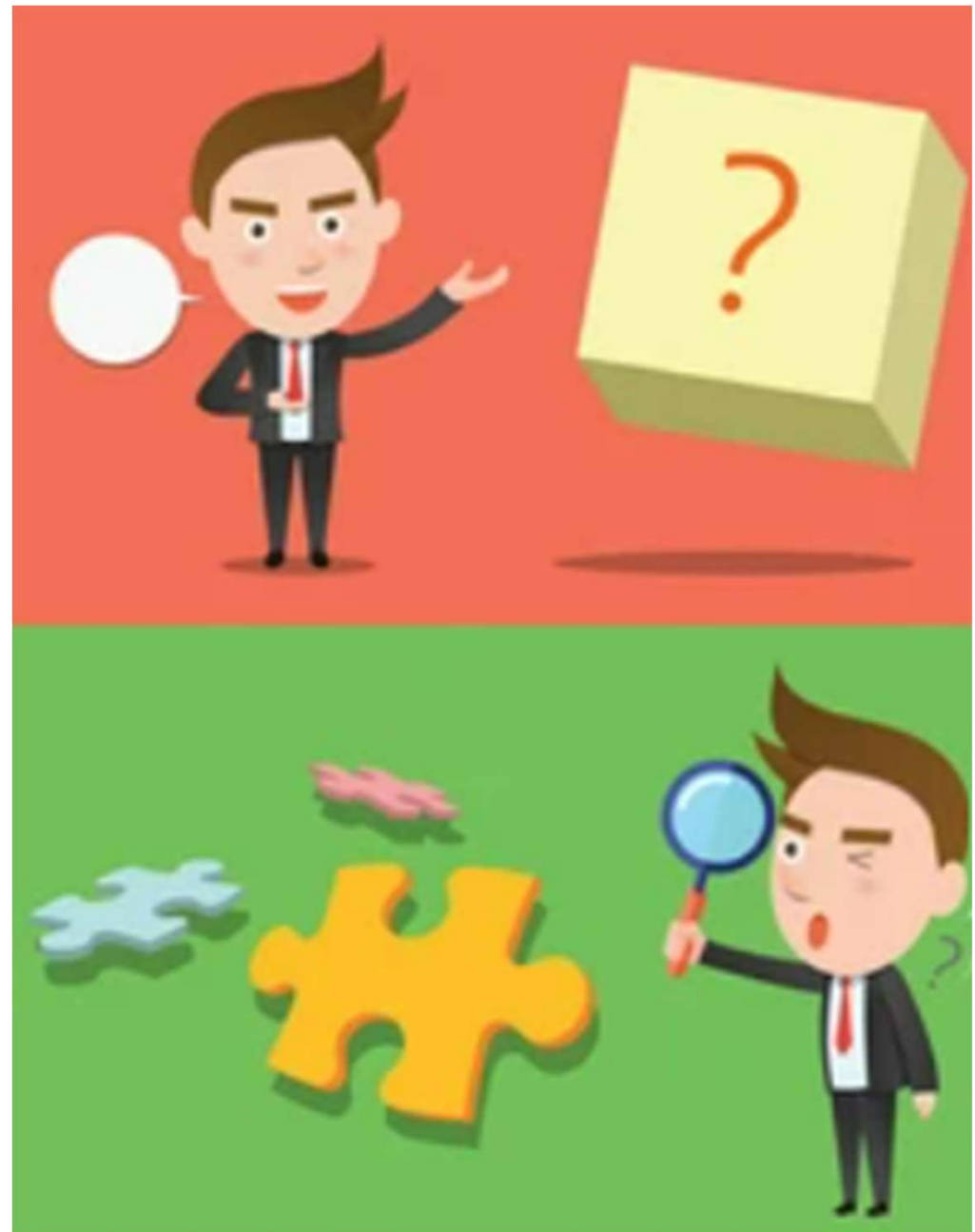
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Data and GDPR



Why is data important for consulting?

- Analyses the data most relevant to the problem
- Competitive advantage
- Useful resource for decision making
- Misuse of data leads to poor consulting practices



How do we collect data?

Qualitative Data

- Qualitative data can be generated through:
- Texts and documents
- Audio and video recordings
- Images and symbols
- Interview transcripts and focus groups
- Observations and notes

Quantitative Data

- Quantitative data can be generated through:
- Tests
- Experiments
- Surveys
- Market reports
- Metrics
- Graphs, pie charts, line charts

Qualitative vs Quantitative

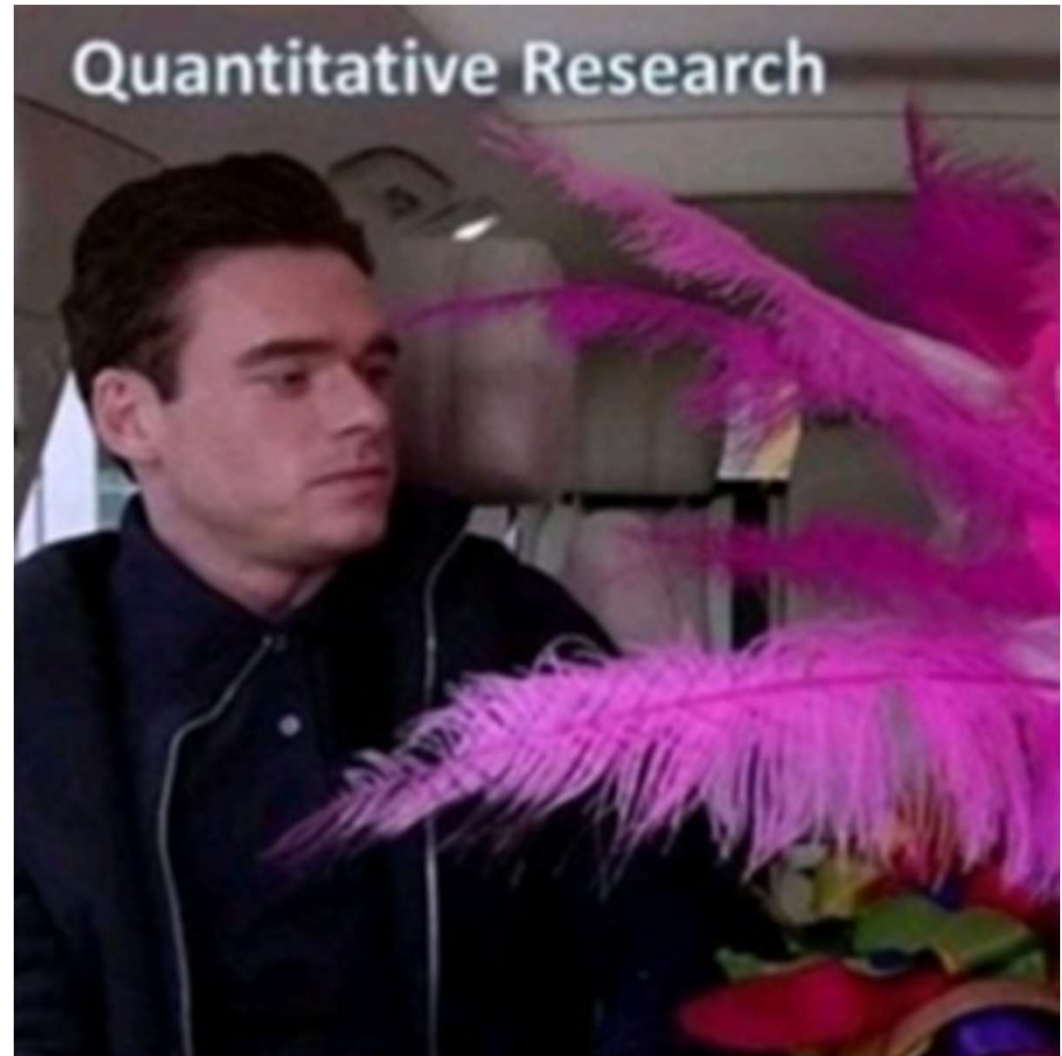




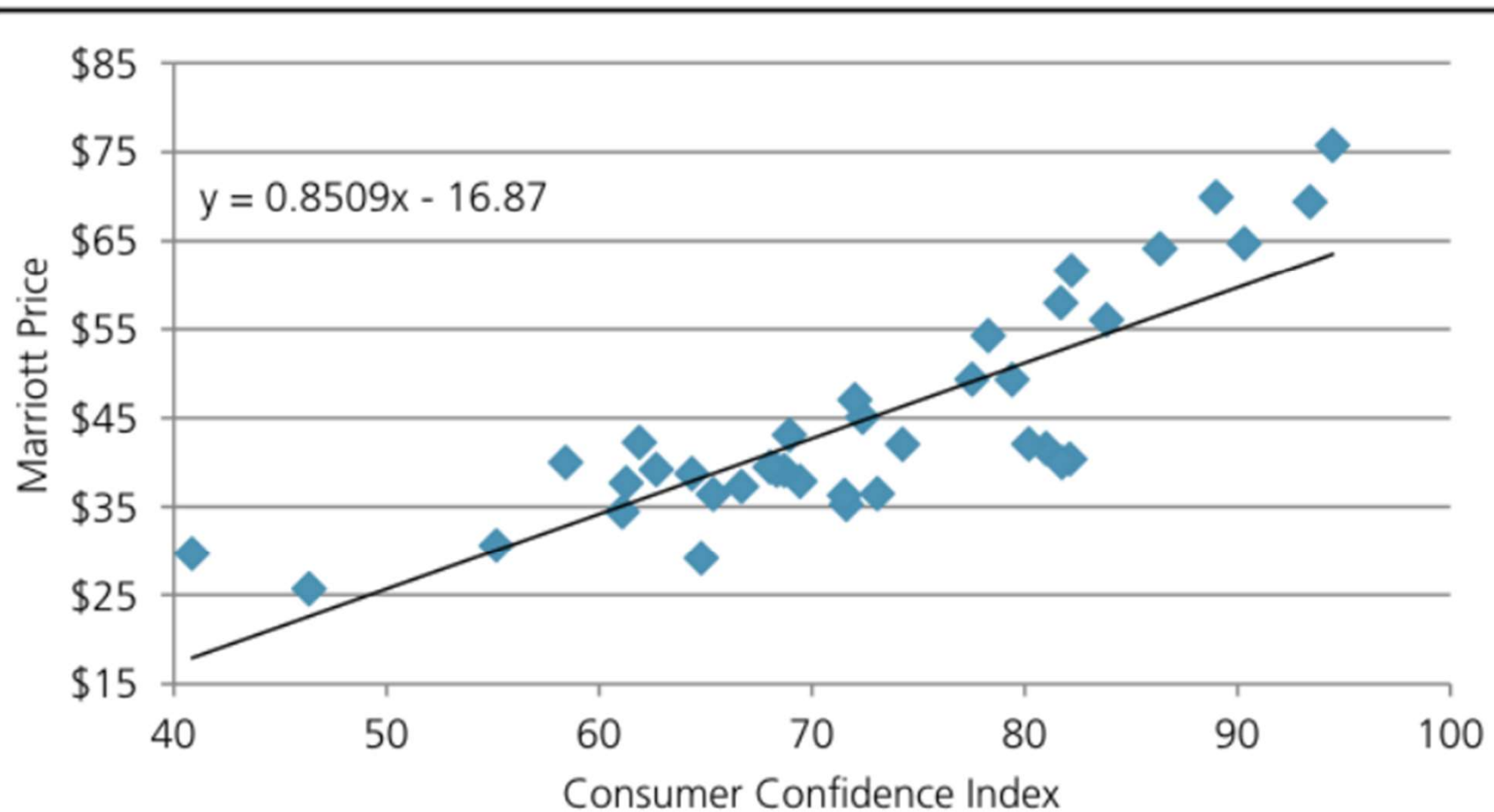
Quantitative research and Qualitative research methods

Quantitative research methods description

- Participant observation
- Interviewing
- Observations
- Focus groups
- Competition comparison



Correlation chart example



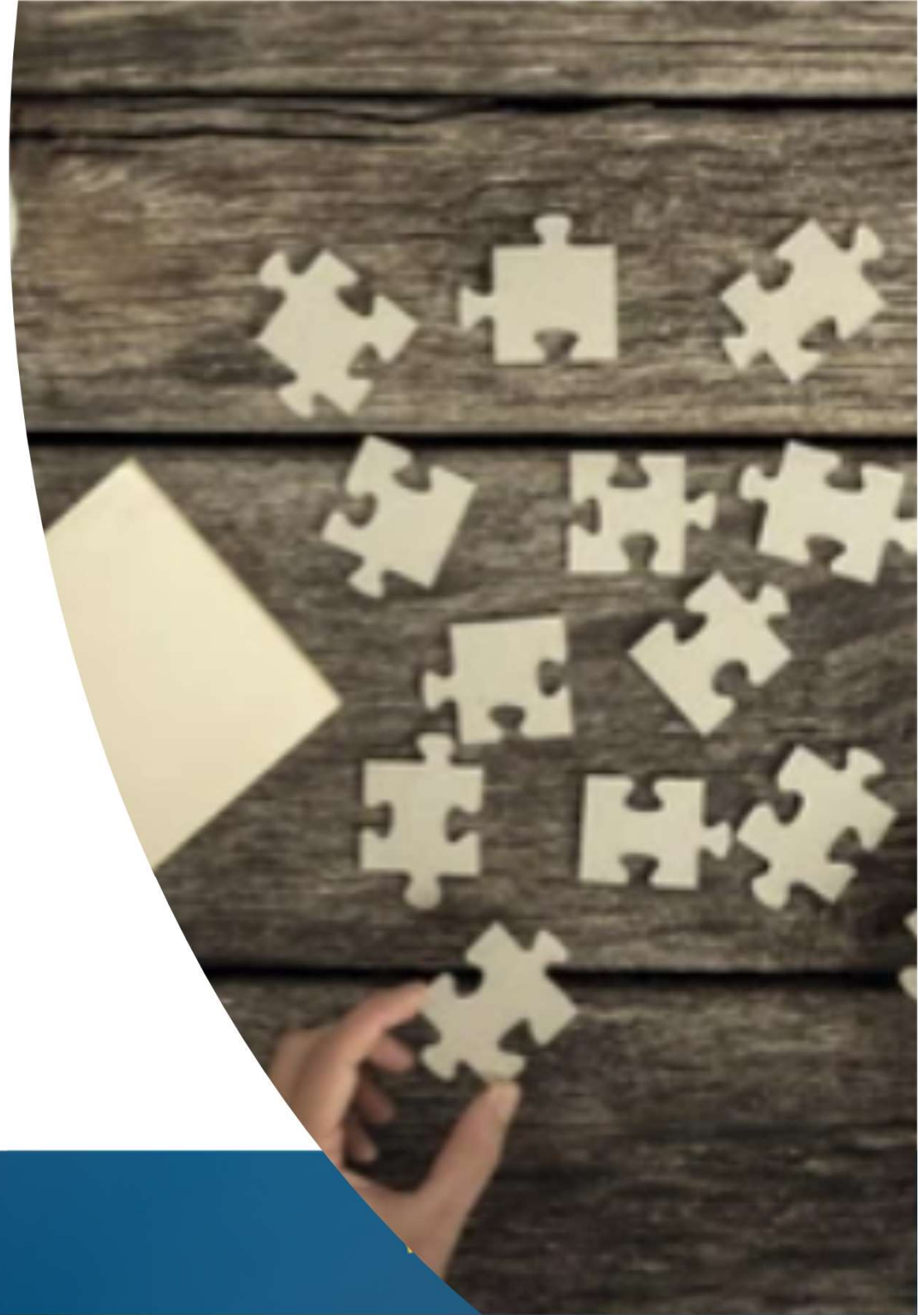
Qualitative description examples

- 65% of customers believe
- Profit margins have decreased by 16%
- Employee numbers have decreased by 20



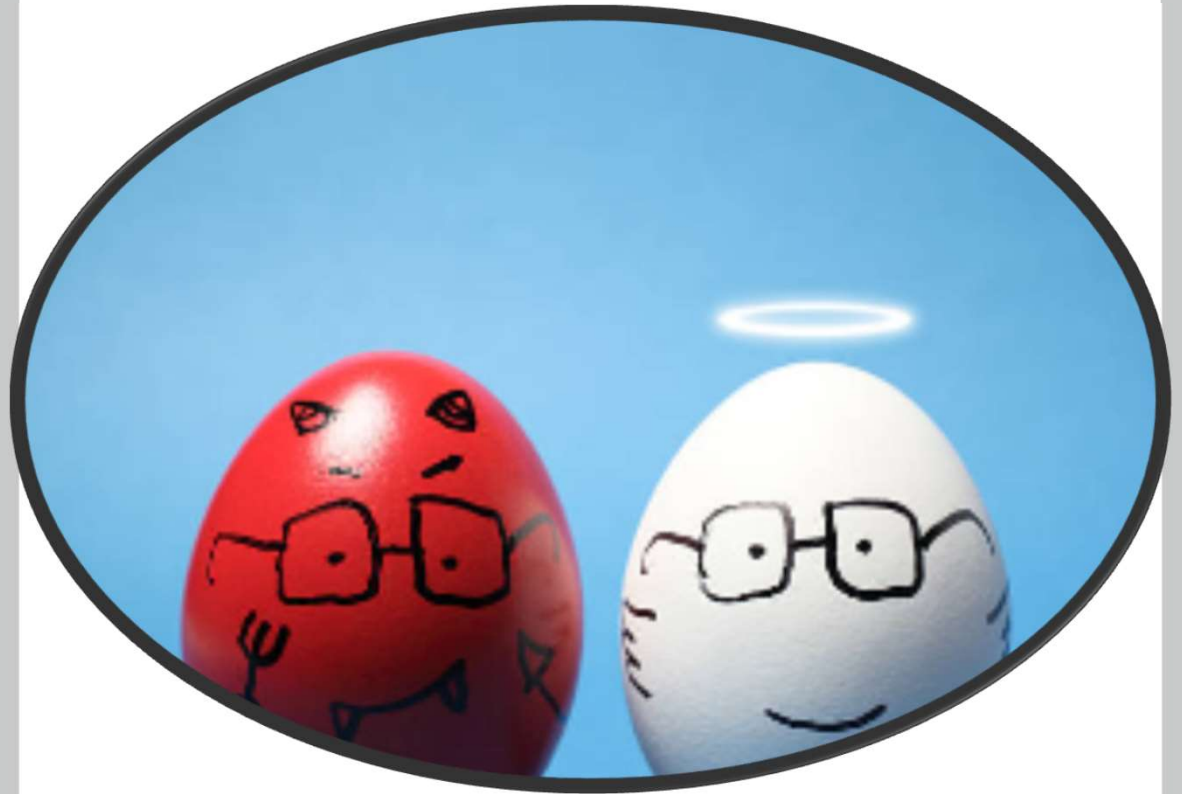
Tips for researching appropriate data

- Online reports
- Customer data from reviews
- Company reports
- Investor relations reports
- Industry/trade organisations
- Blogs & forums
- Experts (Either employees or LinkedIn)



Ethical Considerations

- How will you persuade the hotel to purchase this?
- How far will you push it?
- If you are to buy their product – why?
- What's made it attractive to you?



Group Discussion:



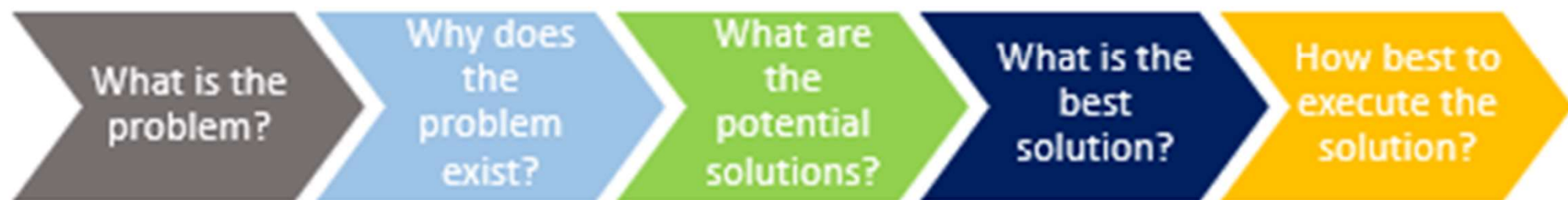
- 1) Why is data collection important to a client?
- 2) How can it benefit and limit the project?
- 3) Why is it important to have ethical implications whilst data collecting?

Any Questions?

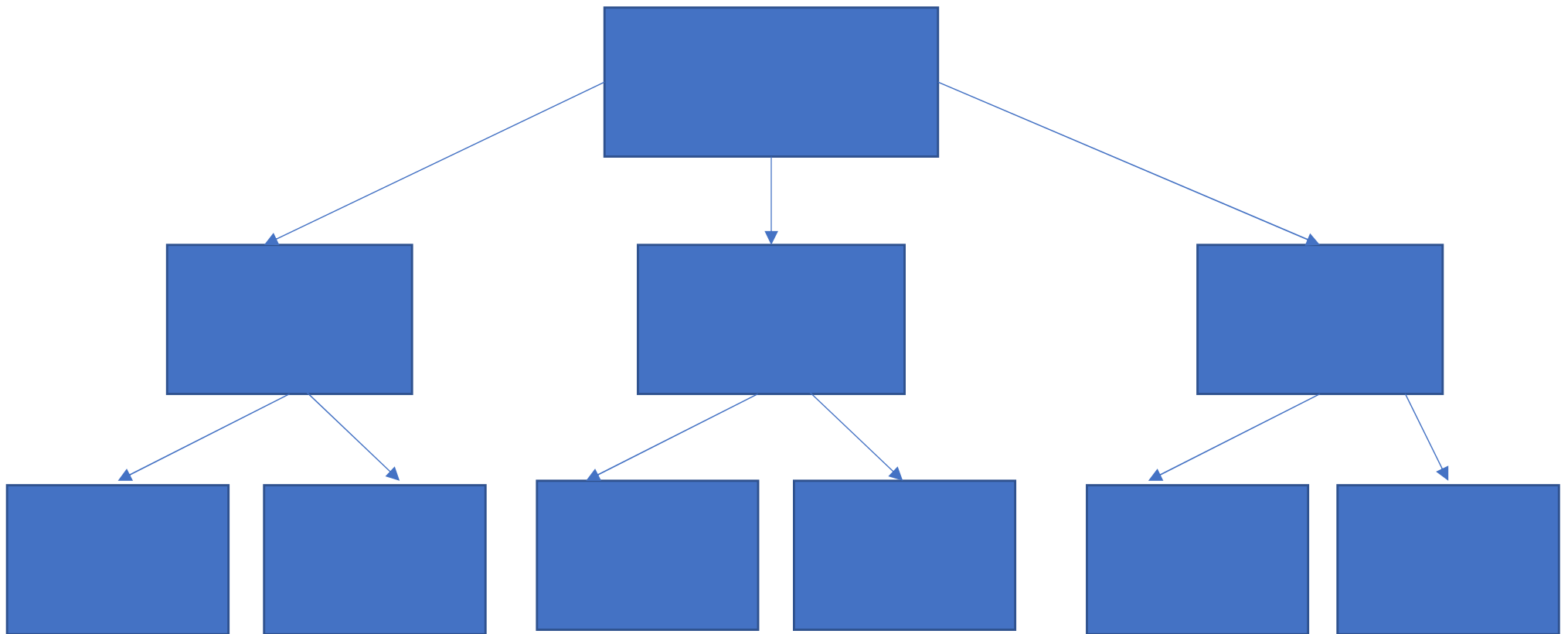


Researching the solutions





Remember the problem tree



Problem tree example



Hypothesis analysis

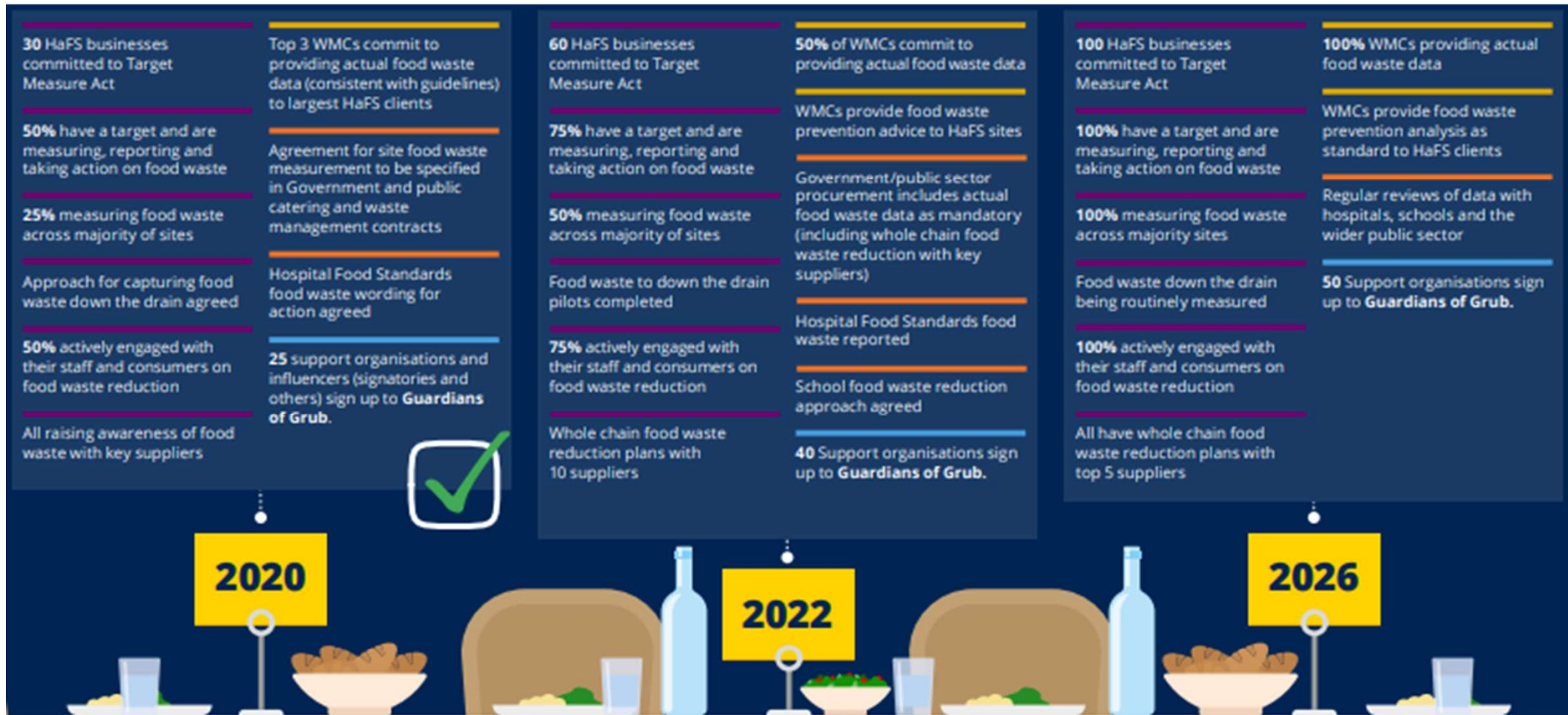
Hypothesis	Research Design	Data	Data Sources	Data Collection
Lack of demographic scope	Market & Competitor analysis	Health food sales; Competitor sales; Market sizing.	Market reports	Survey
Objectives and goals insight	Brand & competitor analysis	Branding perception changes; have competitors been captured market?	Agency reports	Customer market survey
Financial budget	Financial analysis	Company report; Before & after performance analysis	Staff	Annual report

A further example of hypothesis analysis

Hypothesis	Research Design	Data	Data Sources	Data Collection
Consumers prefer more ethical consumption choices	Market analysis	Health food sales; Competitor sales; Market sizing.	Market reports	Survey
Reputational damage	Brand & competitor analysis	Branding perception changes; have competitors been hit?	Agency reports	Customer market survey
Sales training	Training analysis	Participant feedback; Before & after performance analysis	Staff	Survey

Action Planning

Action plan example and application



Any Questions?





Case Study



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Dear Consultant,

I am the owner of the Falcon Hotel in the lovely town of Whittlesey in the Cambridgeshire. We are a 8-bedroom hotel and 45 seat dining room and we are struggling with the business.

Despite best efforts we have tried to turn a profit. We are unable to resolve out issue, and we are under immense pressure.

Can you help please!

Kind regards,
Colin & Gene

Key Questions:

- What problems is the business facing?
- What analysis would you undertake as a consultant?
- What recommendations do you think you might find yourself making?

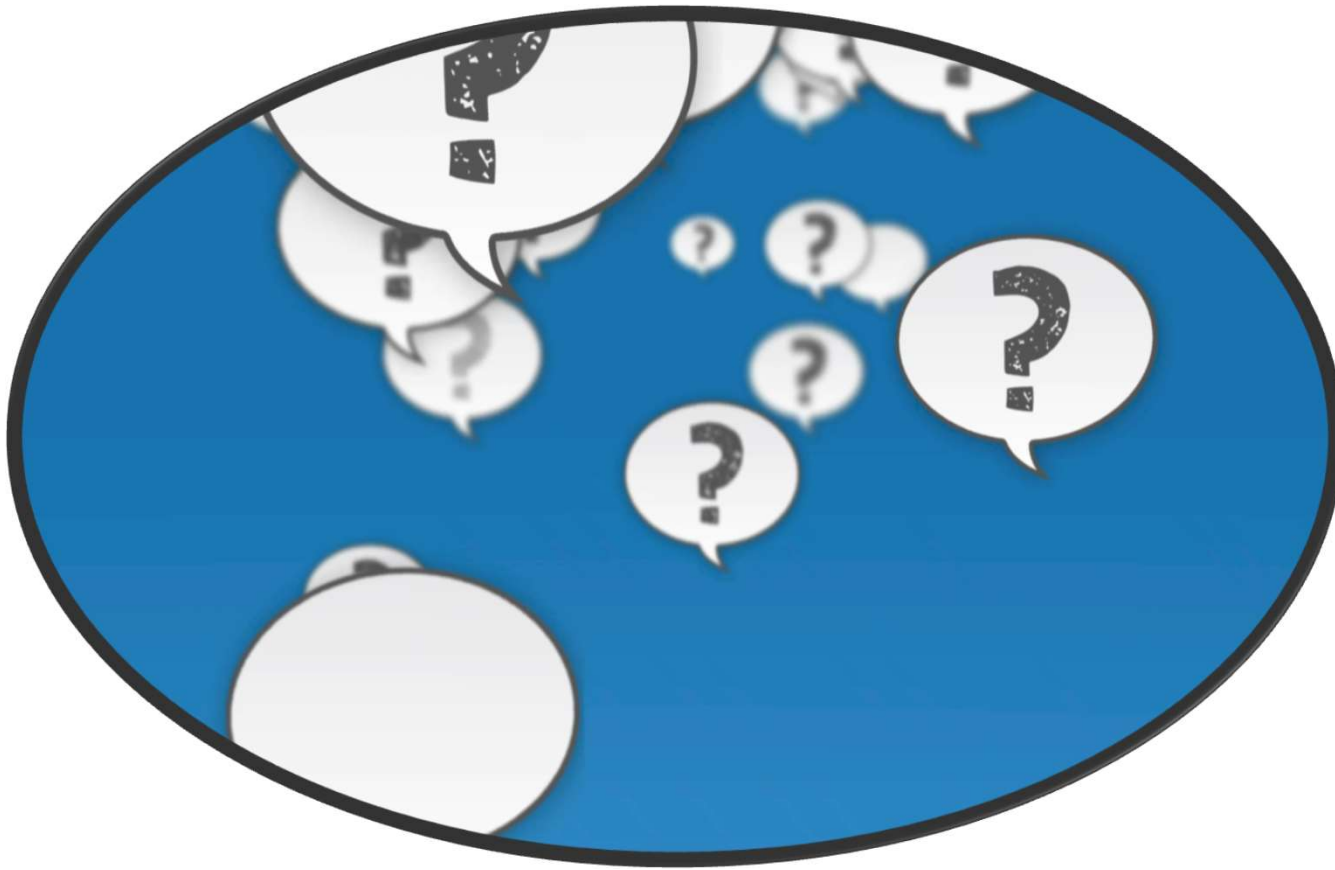


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Group Discussion:



What problems is the business facing?

What analysis would you undertake as a consultant?

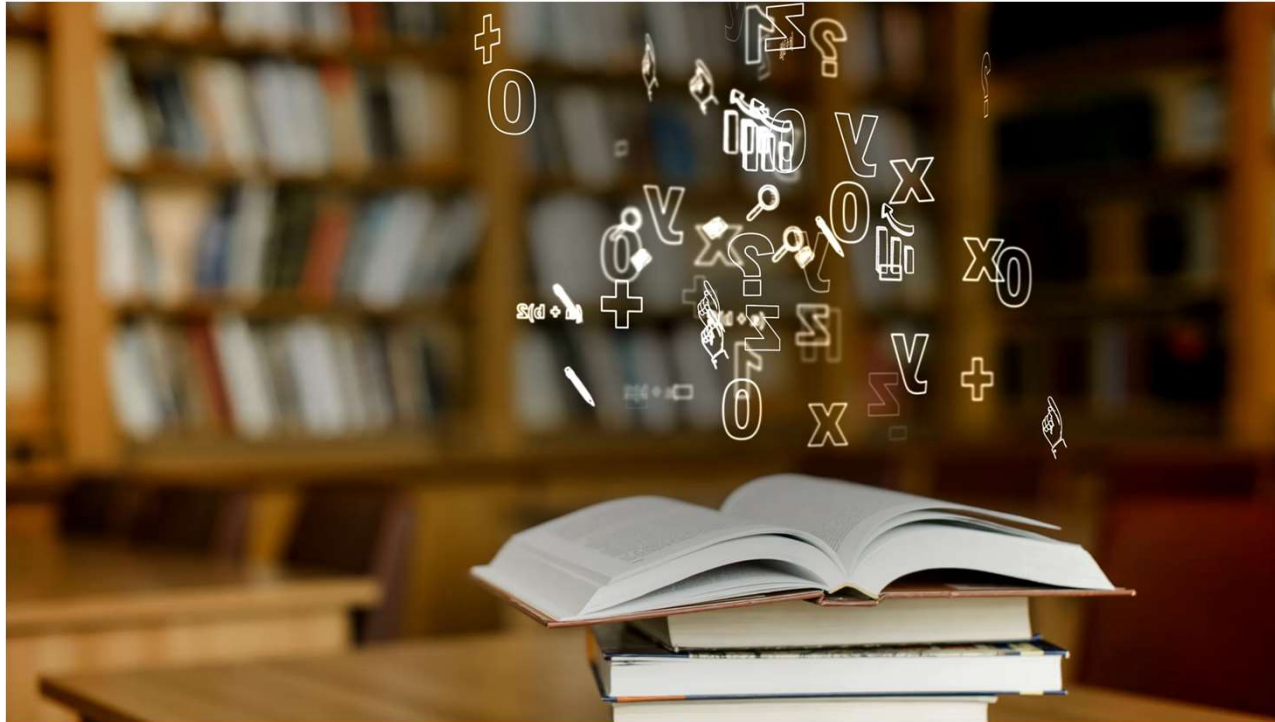
What recommendations do you think you might find yourself making?

Closing a consulting project

- Acceptance that the consulting project has been completed successfully
- Document lessons learnt
- Pursue future consulting clients



Outcomes of the session



- The use of GDPR and protecting customer data
- Qualitative and Quantitative data
- Researching solutions and Action planning
- Closing a consulting project process

ASSESSMENT

Deadline date:
6th March, by 23h55

Mode of Assessment	Volume	Weighting
Consultancy Report	6000 words	100%



I look forward to seeing
you again.

If you have any
questions in the
meantime, please send
an email from your
student account

I.blake@uwtsd.ac.uk

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