Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

200
1822 - 2022

BA International Hotel Management

Organisational Consultancy

BMIH6005

Week One

Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales

www.uwtsd.ac.uk



International Hotel Management



Organisational Consultancy

Introduction

BMIH6005

Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

200
1822 - 2022

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.

You should attend every class and have a private space to work so that you can concentrate fully on the lesson.

You should not be at work, shopping, driving or caring for children.

Your camera must be always on during lectures please. -Use the Teams university background to protect your privacy.

YOU must join via a laptop or PC/MAC –No attendance permitted on phones or tablets

You will be removed from the session and logged as absent if you fail to adhere to these criteria.

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

Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales

www.uwtsd.ac.uk

Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

200
1822 - 2022

Why is this important?

-This is a Full Time University course and as such the University definitions of engagement and decorum apply as they would in a physical classroom.

-Your Cameras must remain ‘On’ for the duration of the session in order to ensure equal engagement and for your lecturers to observe your full attendance of the session which is a condition for student loans/maintenance to be authorised.

-You should be using a **desktop or laptop device** with a camera, speakers and a microphone so that you will be able to engage in the session on equal footing with your classmates.

-You will be asked to share your screen and “present” your work, access documents, engage in writing activities use websites and create presentations which are either difficult or impossible on a phone.

Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales

www.uwtsd.ac.uk

Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

200
1822 - 2022

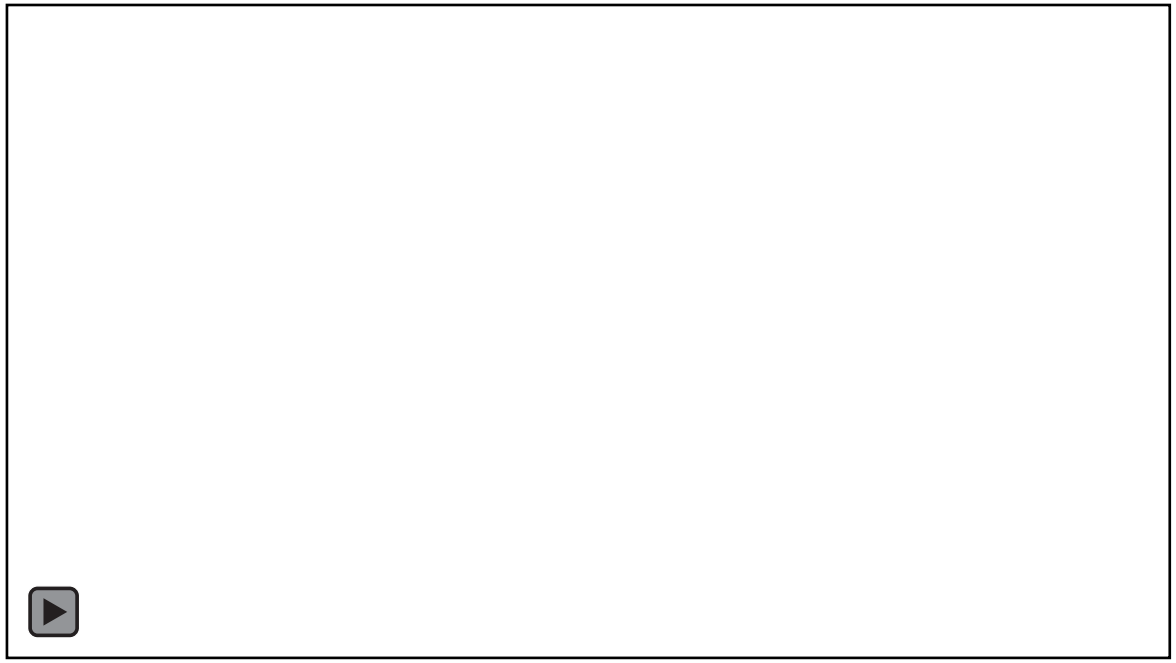
Get a laptop!

- Therefore, we ask you to purchase a laptop if you don't already own one, **by the end of Week 2**.
- Failure to do so within this time period will result in you being reported to the Level Lead in Week 3.
- The University offers bursaries that can provide a suitable device and/or contribute towards connectivity costs if you need some financial help with this.

-Digital Connectivity Bursary Application Form

-Undergraduate Bursaries

Outcomes of the session



- **Overview of the module and introductions**
- **Understand lecture expectations**
- **Review of the assignment**
- **Consultancy Reports**

Aims of the module



Organisational Consultancy

- What do you think you might learn?
- What would you like to learn about?

Getting the most out of the module

- **Please join the lecture at 9.15am.**
- Please join **using a computer or laptop**, if you do not have a computer then please contact me immediately.
- **You should not be attending lectures using a phone or tablet during lectures.**
- Camera's are expected to be on throughout the lectures including registers, when asking or answering questions or during group work.
- If you are unable to join a lecture or may need to leave the lecture early due to a mandatory appointment then please notify me by email **before** the lecture.
- You should not join the lecture from work, doctors appointments, hospital visits or anywhere else where your focus may be impaired with other distractions.
- If you join late and miss the register being taken then you will be marked as absent.
- You must engage with the lectures and your fellow students in order to get the most out of this module.
- **Failure to comply with the values and standards may risk being withdrawn.**
- Remember that if there are any concerns there is support available

Let me introduce myself……



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

200
1822 - 2022

Laurence Blake BA (Hons) MSc

Email:
l.blake@uwtsd.ac.uk



Office Hours:

Monday-Friday

8:30am-5pm

Group Icebreaker…

Instructions

Go to

www.menti.com

Enter the code

7218 3088



Or use QR code

Lets learn something about another person……..



Put into groups, and find out:

- *Who they are?*
- *Favourite module….so far and why?*
- *A fun fact!*

What did you learn about the other person/ people?



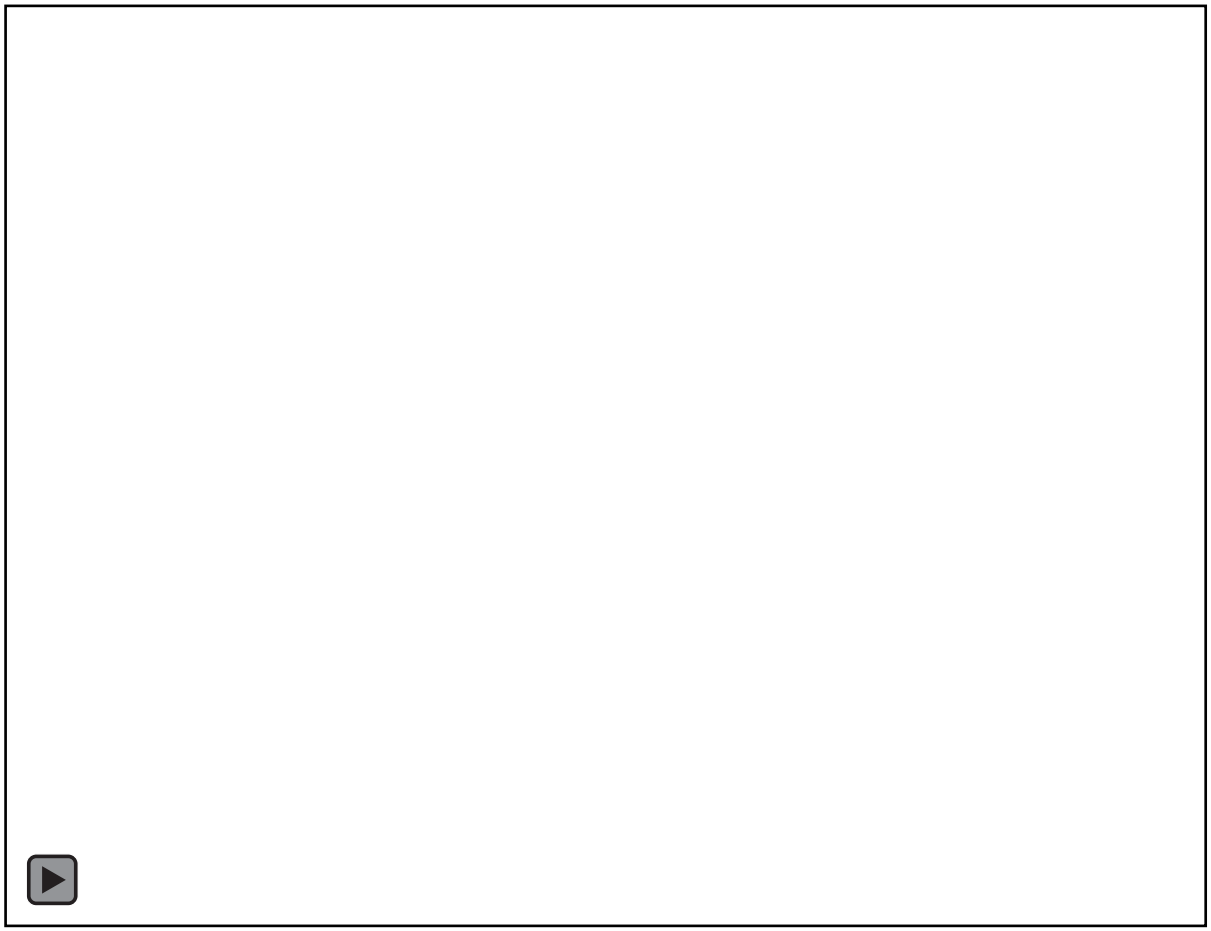


Teaching Plan

Teaching Schedule

Week	Time	Lecture content – main themes to be covered	Supporting material	Assessment Related
1 **w/c** **24/04/23**	**9.30-1pm**	Module overview including review of assessment and introduction to lecturer/students Progressing consultancy projects from initial idea to the presentation of persuasive, pertinent and actionable reports	**Module Handbook** **Assessment Review** **Presentation**	**Assessment 1 (100%)** **Consultancy Report – 6,000 words).**
2 **w/c** **01/05/23**	**9.30-1pm**	What is organisational consultancy and the roles of an internal and external consultant How a consultants intervention can support the success of an organisation	**Power Point** **Video** **Activity** **Microsoft Teams Tutorial**	
3 **w/c** **08/05/23**	**9.30-1pm**	Developing client relationships Planning, management and executing projects **Latest to inform lecturer of your hotel or hotel department choice.**	**Power Point** **Video** **Activity** **Microsoft Teams Tutorial**	
4 **w/c** **15/05/23**	**9.30-1pm**	External or internal influences that impact upon an organisations ability to serve and bring about change and innovation Problem evaluation	**Power Point** **Activity** **Microsoft Teams Tutorial**	
5 **w/c** **22/05/23**		**INDUSTRY WEEK**		

Industry week



Monday 22nd May.

Swansea, IQ Building.

Timings: TBC

6 **w/c** **29/05/23**	**9.30-1pm**	What is change management Change management theories Change management within an organisation Aiding an organisation in effective change management	**Power Point** **Video** **Activity** **Microsoft Teams Tutorial**	
7 **w/c** **05/06/23**	**9.30-1pm**	Analysis tools and frameworks and action planning		
8 **w/c** **12/06/23**	**9.30-1pm**	Review methods of consultancy, data handling and data presentation including ethical considerations		**Assignment Deadline: 12/06/23, 23H55**

Any Questions?

Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

200
1822 - 2022

Your Assignment

Now let's look at the assignment brief and how to structure your report.



Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales

www.uwtsd.ac.uk

ASSESSMENT

Deadline date:
5th June, by 23h59

Mode of Assessment	Volume	Weighting
Consultancy Report	**6000 words**	100%



What is a consulting report?



A consulting report is usually prepared by an expert for a client or company that doesn't have the time or knowledge to do the necessary research and write up a report.

Preparing reports is usually part of a consultant's job description.

Let's look now as to how to start your assignment!



Your REPORT must stand out, here are some industry examples

Design tips for consulting report cover pages:

- Use clean, conservative fonts
- Avoid handwritten or calligraphy-style fonts
- Brand your cover page template by using the client's logo, brand colours and font
- Choose the colour scheme, icons, font and images that you use in your consulting report cover page carefully.
- **Optional: use photos to set the tone for the report's content.**



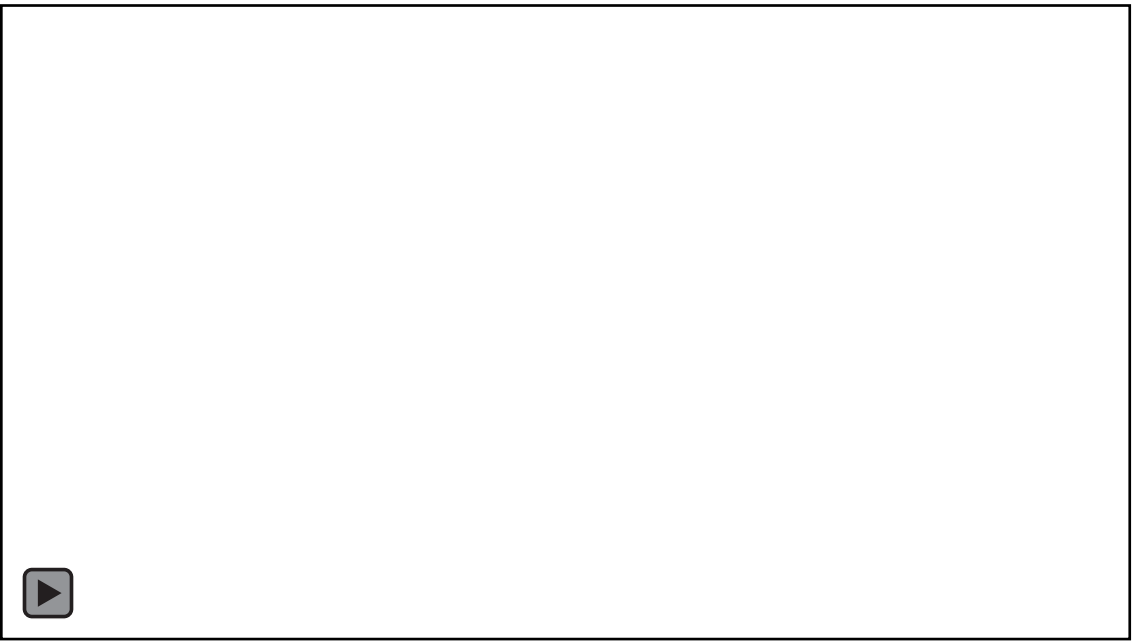


Your Front Cover



- **You have to name your report**
- **Your name** (and your student number)
- **Name of your company**
- **Name of client**
- **Date report delivered to client**

Group Activity:

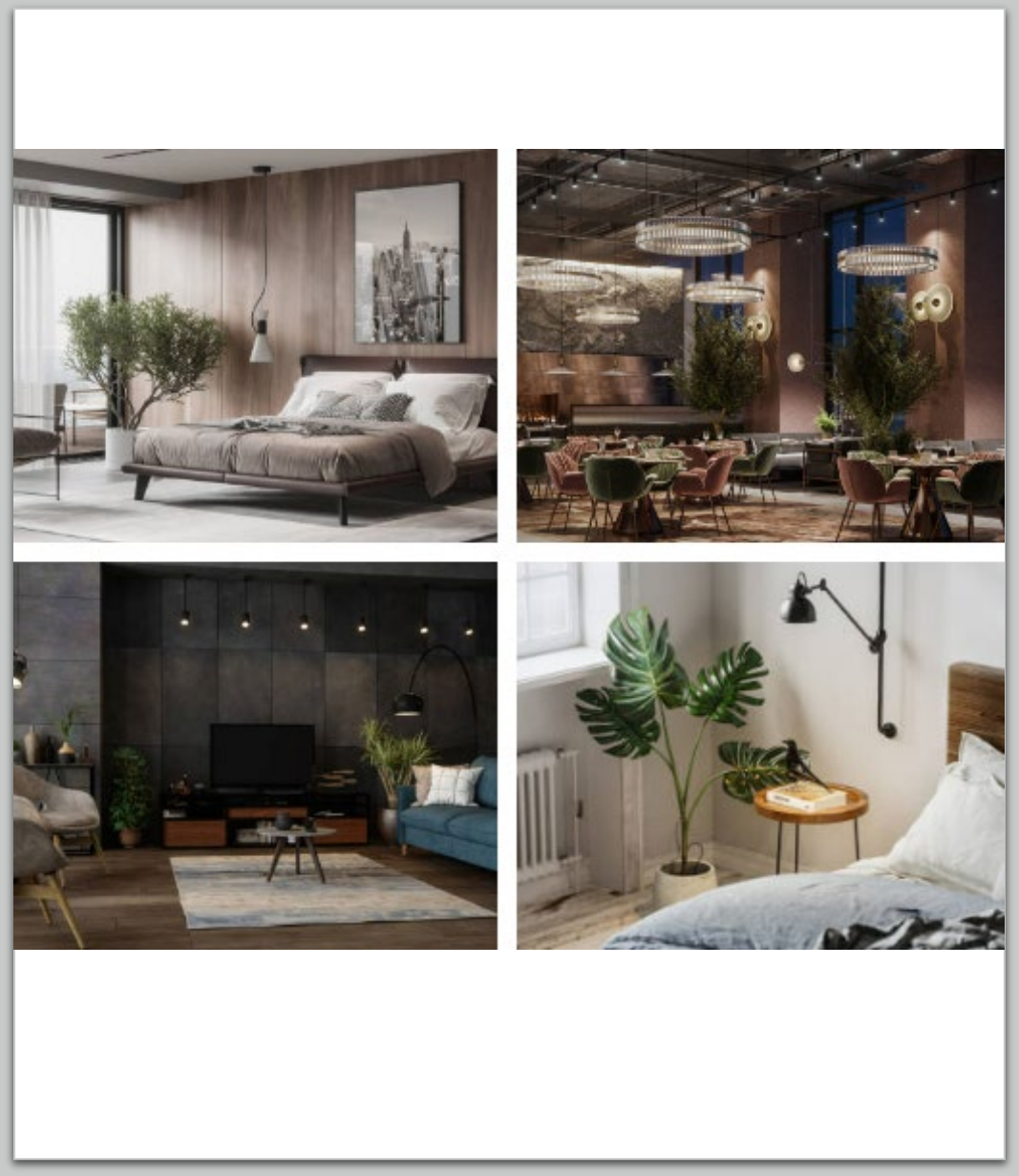


What is the difference between a Hotel brand and a Hotel location?

Who are you… who are they?

Think about a hotel or a department and consider what you might choose for your consulting company.

Type your answer in the chat box now, then we will discuss as a group the type of problems you might encounter.





Any questions or queries?

How to start:

For your report you are given a structure to follow, but what skills do you think the consultant must have

Activity: In breakout rooms consider a friend has asked your opinion on something what personal skills do you use? … that's consulting!

Raise your hand when you have some ideas and then we will discuss, think of some difficulties as well



Problem and issue themes to explore:

So, you've got the skills, but now you don't know what to consult on…



Let's take some time discussing your research project theme, which probably is that of your conference presentation as well, how could that help your consultancy?

Raise your hand when you have some ideas and then we will discuss



If we can't do, how do we know?

It is a reality of consultancy, that there are very few of them who have expertise or hands on experience ***in all areas*** that they consult on.

So how do they do that?

ACTIVITY:

Now that you have made a start, you must use your time wisely, you have a set fee of £25,000 but, how much time do you think this will take?



Take the next 10 minutes in break out rooms considering:

How many visits you would carry out?

How long would you spend at each visit?

Can you provide all the consultancy yourself or would you need to bring in other experts? (this will come out of your fee)

Now you should have a basis for your consultancy project…



A great front Cover

(considered your design/logo)

Thinking about your Hotel or department

And **realised** what **skills consultants need**

As well as working **how much you will earn!**

Any Questions?

What do we need to consider within the consulting environment?



Let's choose one department that is not only within hotels but also within resorts and the high street…

The Restaurant



Your Assignment

Now let's look at the different sections within your assignment

Now the Final Sections

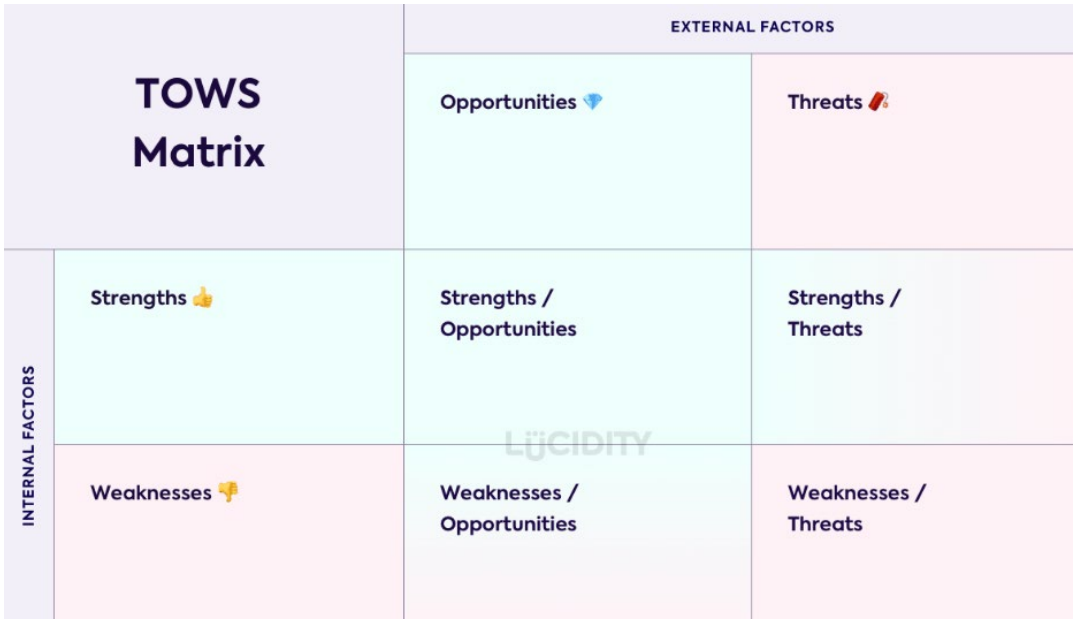


Findings & Results (15%-word count)

When presented in table format, similar to when you carried out your SWOT and PESTLE remember to make comments under the table as well, this will allow you to expand on what you have reviewed (the review process to be carried out by way of website, online analysis, and literature review)



TOWS Analysis



Action Plan (5% of word count):

This allows you to insert in table format your findings by sub section.

Action Plan
Example:

Number	Problem	Solution	Desired outcome	Time scale	Completion Date	Planned Budget
1	Poor external signage & brand image	To agree a revised logo whilst maintaining current colour scheme and font, considering the possible loss of some brand loyalty but balancing this with clear recognisable signage and image.	That the recent poor feedback and outdated image will be improved upon and reassure existing customers that their views have been considered and increasing customer conversion rate.	3 months	16/04/2021	£20,000 (single site)

Recommendations (5% of word count)

- List your recommendations as bullet points to keep them short and to the point, this is very much a summary of your table format action plan.

Conclusion (5% of word count)

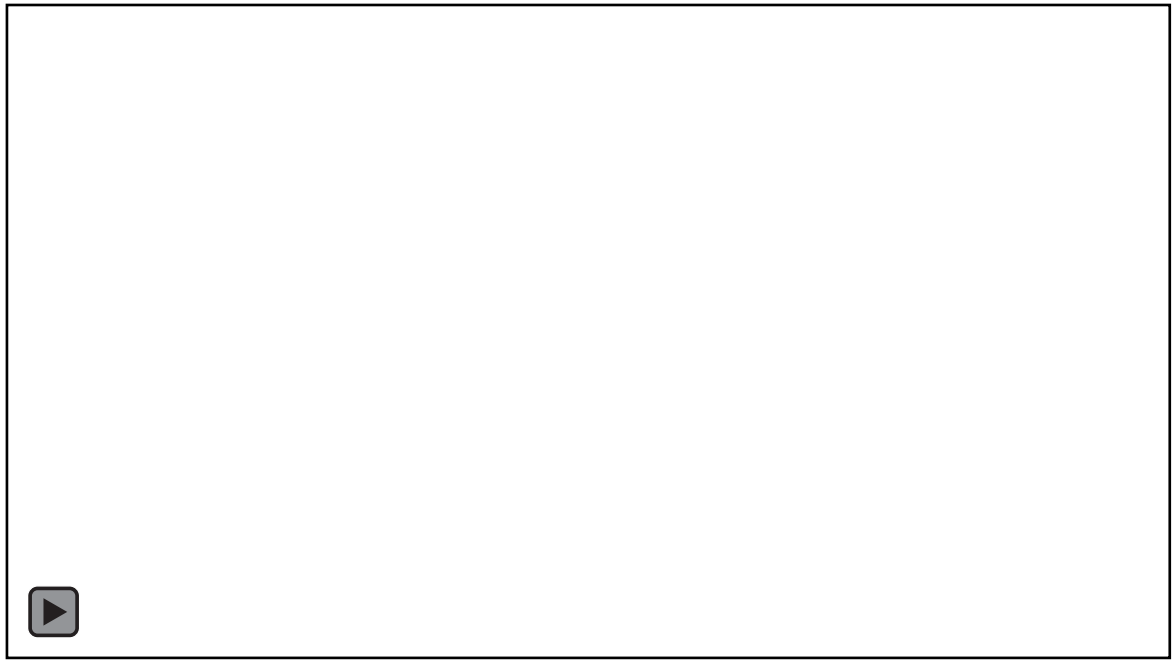
- Summarise all your findings and recommendations from the report. It is usual as a consultant that you will thank the client for inviting you to undertake the work, think as a Consultant here, you want to be courteous to your client, they may need consultancy services again and there are many companies who can provide these, so make sure they choose you!

Reference List (excluded from word count) 1% of word count (60 references)

- Although this is being written as a consultancy report it does incorporate academic skill. Remember that your consultancy client will also want to know where you have got information from. So, it is important that you use in text citations within your work and then list your references in alphabetical order at the end of your report.

Any Questions?

Outcomes of the session



- **Overview of the module and introductions**
- **Understand lecture expectations**
- **Review of the assignment**
- **Consultancy Reports**

Next Week!

- Give some thought whether you consult on a Hotel or a Department. Let the lecturer know by end of next week
- Give some thought whether you consult on a Hotel or a Department. Let the lecturer know by end of next week
- Consider the location of your choice
- Why do companies use consultants?
- What are the roles of internal and external consultant within an organisation?

www.uwtsd.ac.uk

Man Geni Addysg Uwch yng Nghymru

Where Higher Education Began in Wales

Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

200
1822 - 2022

Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

200
1822 - 2022

I look forward to seeing you next week.

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

l.blake@uwtsd.ac.uk

Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales

www.uwtsd.ac.uk

