

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*

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

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

Get a laptop!

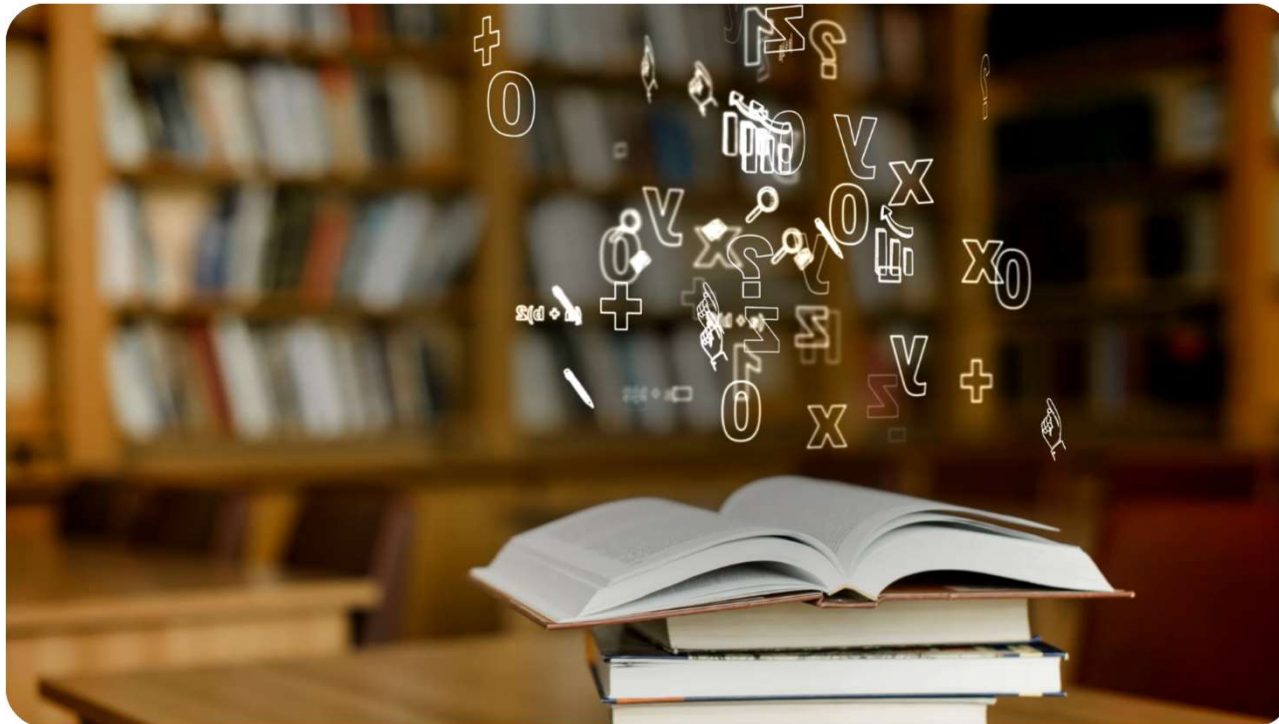
- Therefore, we ask you to purchase a laptop if you don't already own one, **by the end of Week 2.**
- Failure to do so within this time period will result in you being reported to the Level Lead in Week 3.
- The University offers bursaries that can provide a suitable device and/or contribute towards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

-Digital Connectivity Bursary Application Form

-Undergraduate Bursaries

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

Outcomes of the session



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

Aims of the module



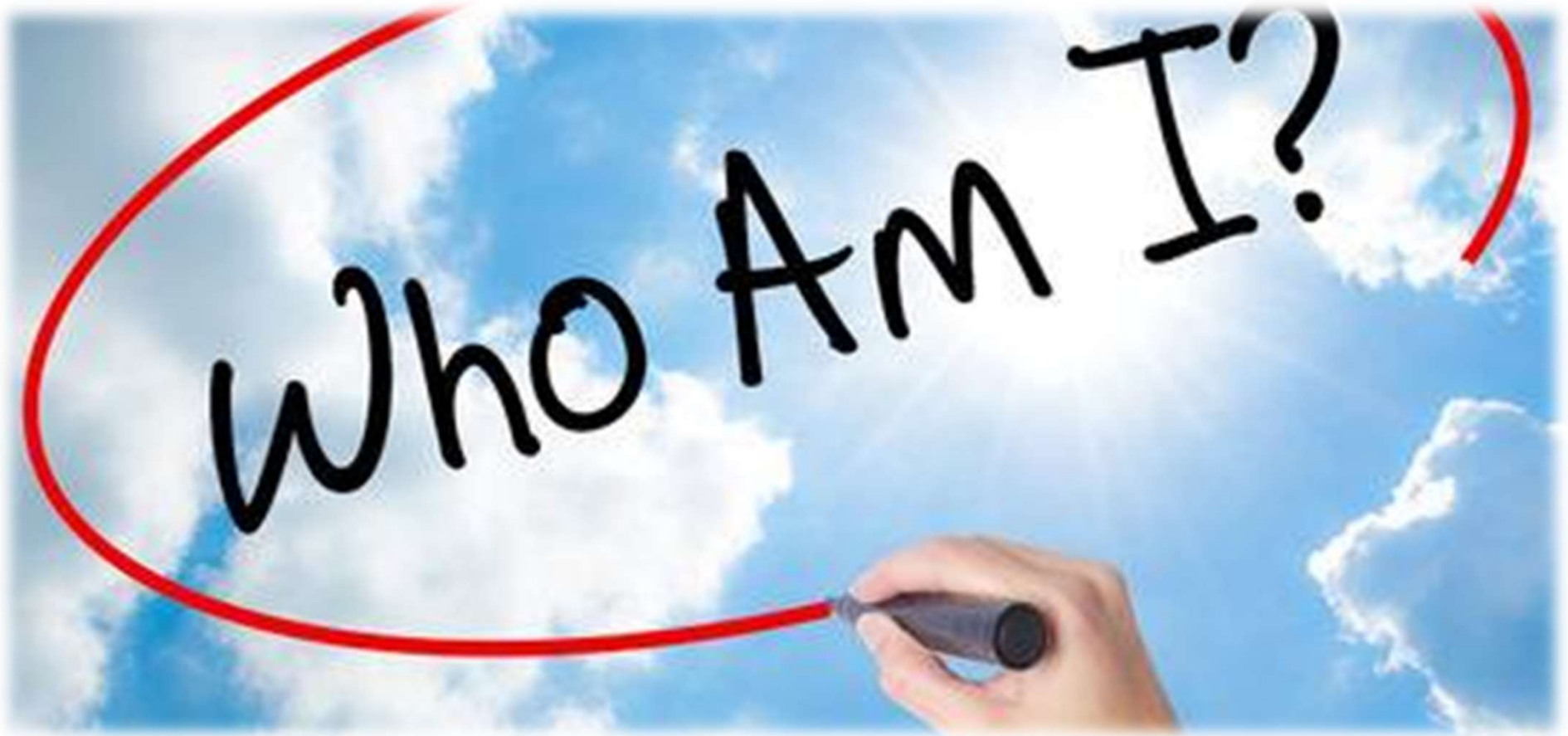
Organisational Consultancy

- 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.....



Laurence Blake BA (Hons) MSc

Email:

l.blake@uwtsd.ac.uk



Office Hours:
Monday-Friday
8:30am-5pm

Lets learn something about each other.....

**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?



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

200
1822 - 2022

Teaching Plan



11-week teaching plan.

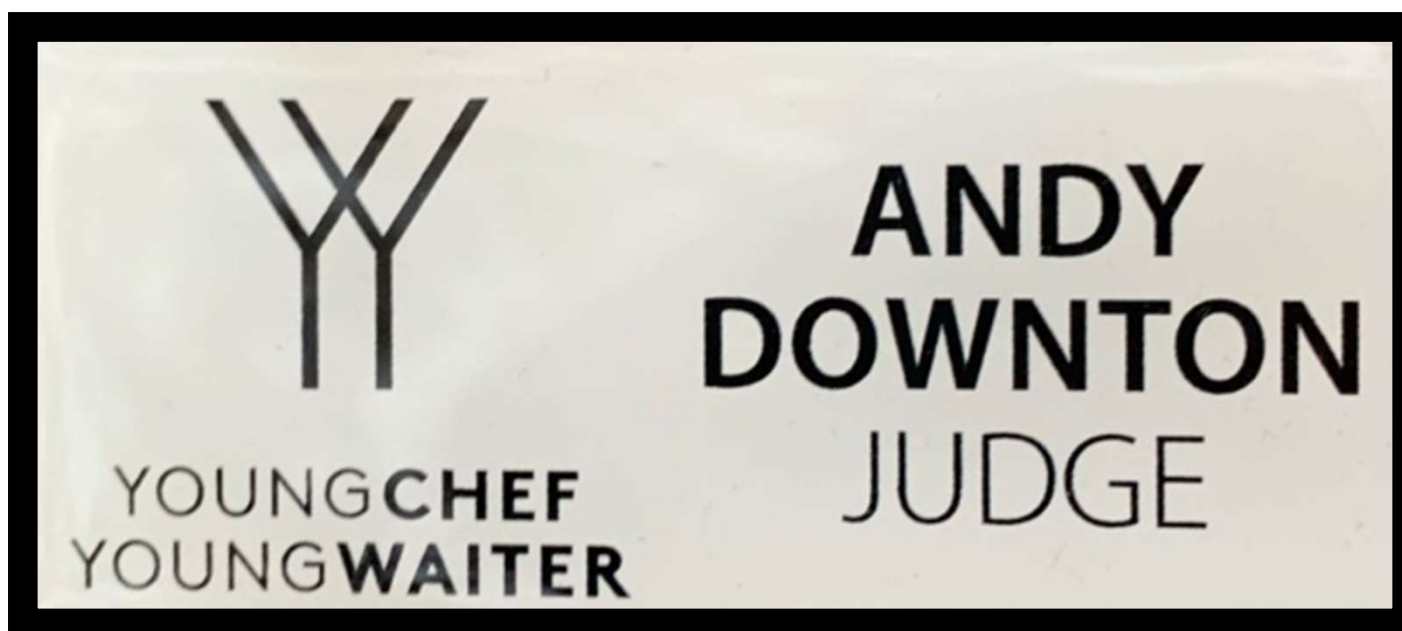
Week	Time	Lecture content – main themes to be covered	Supporting material	Assessment hand out date	Assessment submission date
1 w/c 09/01/23	9.30-1pm	- Module overview including review of assessment and introduction to lecturer/students - Progressing consultancy projects from initial idea to the presentation of persuasive, pertinent and actionable reports	Module Handbook Assessment Review Presentation	Assessment 1 (100%) Consultancy Report – 6,000 words).	Friday 24th March 2023 by 23h55
2 w/c 16/01/23	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 23/01/23	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	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 Video Activity		

5 w/c 05/02/23	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		
6 w/c 13/02/23	9.30- 1pm	• Analysis tools and frameworks	Power Point Video Activity Microsoft Teams Tutorial		
7 w/c 20/02/23		READING Week			
8 w/c 27/02/23	9.30- 1pm	• Review methods of consultancy, data handling and data presentation, action planning including ethical considerations	Power Point Video Activity Microsoft Teams Tutorial		

Week 9 Guest Lecturer:

Andy Downton

Founder of 'Burnt Chocolate Consultancy'



One to one sessions

10 w/c 13/03/23	9.30- 1pm	1-1 Sessions	Microsoft Teams Tutorial		
11 w/c 20/03/23	9.30- 1pm	1-1 Sessions	Microsoft Teams Tutorial		Assignment Deadline 24/03/23, 23H55

Any Questions?



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

ASSESSMENT

Deadline date:
24th March, by 23h55

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.

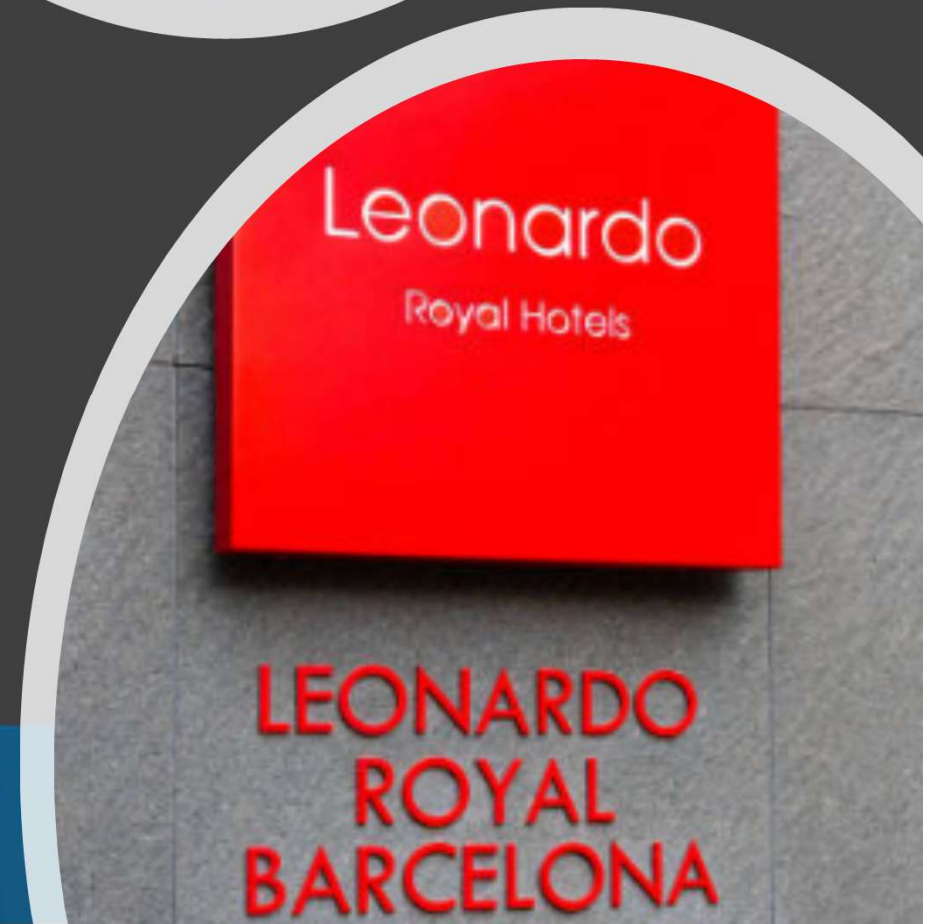
Let's look now as to how to start your assignment!



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.





Image is important

*In this activity select an
image and upload to
the chat box.*

You have a minute!



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



HOW
DO THEY DO IT

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



**Let's
Take
A
Look**

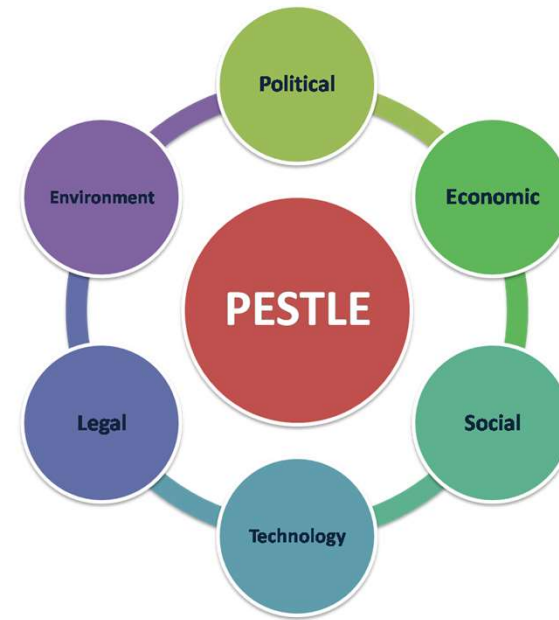
Your
Assignment

**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

TOWS Matrix		EXTERNAL FACTORS	
		Opportunities 💎	Threats 📉
INTERNAL FACTORS	Strengths 👍	Strengths / Opportunities	Strengths / Threats
	Weaknesses 👎	Weaknesses / Opportunities	Weaknesses / Threats

Action Plan (5% of word count):

Action Plan *Example:*

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

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.



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?

Any Questions?



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?

I look forward to seeing
you next week.

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

I.blake@uwtsd.ac.uk

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

www.uwtsd.ac.uk

