



Lecture 1: Leading and Managing Projects

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Well begun is half done!

Aristotle

- Understand the module of the programme
- Know your classmates
- Learn from each other

Introducing yourself



Let other know you...
Your name
Your work or
your hobby?

Introducing yourself

Name	Work	Hobby	Mobile	E-mail
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Learning Outcomes

- Have an in-depth understanding of consultancy
- Critically evaluate external and/or internal influences that impact upon an organisation's ability to serve and bring about outstanding customer service, product and service innovation.
- Timely progress of consultancy projects from initial idea to the presentation of persuasive, pertinent and actionable reports.
- Conduct critical and relevant literature and research reviews
- Understand research methods and their relevance to different projects.

Programme requirements

1. Project Initiation Document, PID (20% scores - 1,000 words, submission date: 9 April 2020)
2. Ethics Form*
3. Consultancy Project Assignment (80% scores - 4,000 words, submission date: 4 May 2020)
4. Student Self-Evaluation Form

Remarks:

- All assignments/documents must be submitted to Turnitin.
- Passing mark 50%.
- Late submission (up to one week), maximum mark 50%.

* Ethics Form is only compulsory to submit (signed by Dr. Joe Leung) if students intend to do direct fieldwork, i.e. interviews, focus group or questionnaire. If the consultancy project assignment is case study based or simply a feasibility study without fieldwork, you do not need to provide the Ethics Form.

1. Project initiation document (PID)

- Describe project initial idea and the background of the chosen organisation.
- Define your role and responsibilities.
- Explain aims and objectives, risk, information sources, research method and time plan.

Remark:

See attached copy

4. Ethics Form

- In order for research to result in benefit and minimise risk of harm, it must be conducted ethically. A researcher may not be covered by the University's insurance if ethical approval has not been obtained prior to commencement.
- Ethics Form covers 11 sections
 - Section A: About You
 - Section B: Approval for Research Activity
 - Section C: External Ethical Guidance Materials
 - Section D: External Collaborative Research Activity
 - Section E: Details of Research Activity
 - Section F: Scope of Research Activity
 - Section G: Intended Participants
 - Section H: Anticipated Risks
 - Section I: Feedback, Consent and Confidentiality
 - Section J: Data Protection and Storage
 - Section K: Declaration

Remark:

See attached copy

3. Consultancy project assignment

- Select an organization as the assignment background (either the student's preferred company or a chosen public-list company).
- Identify a management problem and issue (e.g. customer service, product and service innovation, strategic change management or process improvement) and provide a consultancy solution for the company.
- Conduct a timely and professional consultancy service for the chosen organization and prepare a consultancy report. The report needs to reflect a critical understanding of consultancy management tools and business research methods.

Remark:

- **Length:** 4,000 words +/- 10% (any deviation will be penalized).
- **Formatting:** Typed on A4 paper in Times New Roman or Arial font 12 with at least 2.5 centimetre space at each edge, double spaced and pages numbered.
- **Document format:** Ensure a clear title, course, and name or ID number is on a cover sheet and a bibliography using Harvard referencing throughout is also provided (<https://www.uwtsd.ac.uk/library/infoskills/referencing-handbooks/>) or see attached copy.
- **Referencing:** about 25 sources

Guidance for students in the completion of consultancy project tasks

■ Engagement with Literature Skills

It is important that these reports are not overloaded with theory. You need to include and refer to academic theory, but only as a basis – consultancy reports are not dissertations where academic theory need to be discussed in detail.

■ Knowledge and Understanding of skills

You need to demonstrate a genuine understanding of the management issue chosen and of the environment in which your chosen organisation is operating. Use research and (academic and applied) academic references to underpin your knowledge.

■ Cognitive and Intellectual Skills

You must provide justification for your arguments and judgements. Evidence that you have reflected upon the ideas of experts within the subject area is crucial to you providing a reasoned and informed debate within your work. Sound, valid, persuasive conclusions are necessary and must be derived from the content of your work.

■ Practical Skills

You need to demonstrate the use of a range of consultancy and project management tools, and if required, be able to select and evaluate appropriate business research methods.

■ Transferable Skills for Life and Professional Practice

This is an important area – time management, research skills and the presentation of your report will all show your professionalism.

4. Student Self-Evaluation Form

The Student Self-Evaluation Form will be filled by the students at the end of the project assignment. Using these criteria, tick the box that best indicates the level of achievement you feel you have achieved with regard to each of them.

Evaluation Areas:

1. Engagement with literature
2. Knowledge and Understanding
3. Cognitive and intellectual skills
4. Practical Skills
5. Transferable Skills for Life and Professional Practice

Remarks:

See attached copy

Learning Methods

- Business Consultancy Concepts
- Business Consultancy Skills
- Business Consultancy Models
- Business Consultancy Approach (Business Case Study and Feasibility Study)
- Real Company Cases
- Video Company Cases
- Group Discussion and PID Sharing

References

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