

Course title: **Business consulting**

Studies: International Business

Course description form (syllabus form)

General data						
Cycle of studies	2024-2027					
Organizational unit	Faculty of Economic Sciences					
Studies	International Business, first-cycle studies					
The profile of education	general academic					
Semester	05					
Mode of studies	full-time					
Type of course	Lecture	Practical session	Laboratory	Conversatorium	Seminar	Project
Number of hours	15	30				
Number of ECTS	4					
Examination	Graded credit					
Language	English					
Content author	Weronika Kosek, PhD					
Course objectives						
The aim of the course is to familiarize the student with the practical aspects of the work of a business advisor and the preparation of reports.						
Prerequisites						
Knowledge of issues related to market analysis and enterprise analysis.						
Student workload						
1. Class sessions - 45 hours 2. Reading literature for classes - 20 hours 3. Preparing assignments - 20 hours 4. Exam/Assessment preparation - 13 hours 5. Consultations – 2 hours.						
TOTAL: 100 hours (4 ECTS)						
Short description						
The aim of the course is to familiarize the student with the following issues: the essence of business consulting, the concept, tasks, scope and functions of business consulting, consulting from an interdisciplinary perspective, the relationship between consulting and other sciences, mainly praxeology, economics, psychology and management. The pro-innovation role of consulting. The process of adaptation and diffusion of innovations, economic and social motives, evaluation criteria. Entrepreneurs' attitudes towards innovation. Personality and attitudes towards innovation and advisory needs of entrepreneurs. The effectiveness of business consulting. Assessment of the effectiveness and efficiency of advisory and educational work. The role of information in the advising process. Market and economic information system. The scope of information needed when making decisions. Flow and types of information in consulting. Types of business consulting. The state and directions of development of economic, legal and marketing consulting.						
Learning outcomes						
KNOWLEDGE: W01. Participants have advanced knowledge of selected facts, objects and phenomena of an economic, financial and managerial nature from a national and international perspective, constituting basic general knowledge in the field of social sciences, the discipline of economics and finance and other scientific disciplines (IB1_W01) W02. Participants know and understand the principles and procedures for preparing analyzes and reports, business plans, and development plans for the market and the enterprise (IB1_W04).						
SKILLS: U01. Participants are able to use statistical methods in the analysis of the company and the market to prepare reports, business plans and development plans (IB1_U03). U02. Participants are able to analyze and interpret the course of complex economic, financial and management processes taking place in enterprises operating on the domestic and foreign markets. (IB1_U02).						
COMPETENCIES: K01. Participants are ready for critically assess the knowledge and content received in the field of international business, the need for continuous professional education and personal development, as well as seeking the opinion of experts in case of difficulties in solving problems independently. (IB1_K01). K02. Participants are ready to think and act in an entrepreneurial way, as well as work at various levels in business units, institutions and organizations operating in an international environment (IB1_K03).						
Form of verification						
Graded credit based on the content covered during classes						
Detailed data						
Type of course: Lecture						
Bibliography						
Bibliography:						

<ol style="list-style-type: none"> 1. Mian M. Ajmal, F. Nordstrom, Petri Helo, Assessing the Effectiveness of Business Consulting in Operations Development Projects, International Journal of Productivity and Performance Management Vol. 58 No. 6, 2009, pp. 523-541. 2. Linda K. Stroh, Homer H. Johnosn, The basic principles of effective consulting, Lawrence Erlbaum Associates Publishers, London, 2006. <p>Supplementary:</p> <ol style="list-style-type: none"> 1. Głodek, P. (2018). Business consulting for small enterprises – cooperation between an advisor and an entrepreneur. Scientific Works of the Wrocław University of Economics, (527), 102-115. (open access: google scholar)
Range of content
<ol style="list-style-type: none"> 1. The importance of consulting in business activity. 2. Scientific and traditional consulting - features. 3. The pro-innovation role of consulting. Principles of advisory work. 4. Cooperation between the advisor and the client - features, principles and stages. 5. Communication between the advisor and the client. 6. The concept of change management in consulting activities. 7. The role of information in the consulting process. 8. Basic economic consulting services. 9. Enterprise development plan - different perspectives.
Didactic methods
Lecturing
Assessment methods and assessment criteria
<p>Lecture: Graded credit (test)</p> <p>A multiple-choice assessment test consisting of various questions regarding business consulting</p> <p>Grading scale:</p> <ul style="list-style-type: none"> – 5 = 95% – 4+ = 85% – 4 = 75% – 3+ = 65% – 3 = 55%

Detailed data
Type of course: Practical session
Bibliography
<p>Bibliography:</p> <ol style="list-style-type: none"> 1. Mian M. Ajmal, F. Nordstrom, Petri Helo, Assessing the Effectiveness of Business Consulting in Operations Development Projects, International Journal of Productivity and Performance Management Vol. 58 No. 6, 2009, pp. 523-541. 2. Linda K. Stroh, Homer H. Johnosn, The basic principles of effective consulting, Lawrence Erlbaum Associates Publishers, London, 2006. <p>Supplementary:</p> <ol style="list-style-type: none"> 1. Głodek, P. (2018). Business consulting for small enterprises – cooperation between an advisor and an entrepreneur. Scientific Works of the Wrocław University of Economics, (527), 102-115. (open access: google scholar)
Range of content
<ol style="list-style-type: none"> 1. The importance of consulting in business activity. 2. Scientific and traditional consulting - features. 3. The pro-innovation role of consulting. Principles of advisory work. 4. Cooperation between the advisor and the client - features, principles and stages. 5. Communication between the advisor and the client. 6. The concept of change management in consulting activities. 7. The role of information in the consulting process. 8. Basic economic consulting services. 9. Enterprise development plan - different perspectives.
Didactic methods
<p>Discussion</p> <p>Presentation of the project using a multimedia presentation.</p>
Assessment methods and assessment criteria
<ol style="list-style-type: none"> 1. Graded credit (written test) 2. Observation and evaluation of activity 3. Project – multimedia presentation in groups <p>The final grade is determined by the sum of points for: written test, project and activity in class.</p> <p>Grading scale: 55% = 3.0; 95% = 5.0.</p>