

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF MANAGEMENT
DEPARTMENT OF MARKETING

Adopted by the FC: record №12/29.04.2024

Adopted by the DC: record №10/15.04.2024

ACCEPTED BY:

Dean:

(Assoc. Prof. Dobrin Dobrev, PhD)

SYLLABUS

SUBJECT: BUSINESS CONSULTING

DEGREE PROGRAMME: International Business (in English) ; BACHELOR'S DEGREE

YEAR OF STUDY: 4; SEMESTER: 7;

TOTAL STUDENT WORKLOAD: 180 h.; incl. curricular 120 hours

CREDITS: 6

DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR: incl. <ul style="list-style-type: none">• LECTURES• SEMINARS / LAB. EXERCISES	30 30	2 2
EXTRACURRICULAR	120	-

Prepared by:

1.
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2.
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Head of department:

„Marketing" (Assoc. prof. Vladimir Zhechev, PhD)

I. ANNOTATION

The discipline "Business consulting" aims to introduce the concept of business consulting as a major constituent part of management consulting. Business consulting deals mainly with issues, connected with a particular economic activity (e.g. financial, marketing, etc.) with the purpose of optimizing the respective indicators, determining the activity. In the process of education of students, business consulting is treated as a method for improving management and business practices first of all. It can be used by an independent private firm, an internal consulting (or similar unit) on private or public organization or an individual consultant. Even a manager can act as a consultant if he or she provides advice to peers or subordinate. At the same time, business consulting is revealed as a profession. During the education, the students are introduced with the professional standards in the quality of the advice provided, methods of intervention and ethical principles. At the end of the course, they will identify the experiences, skills, knowledge and attributes that can lead them to a successful consulting career.

The lecture course describes the consulting approaches and methods applied to various types of management and business problems. There are discussed the peculiarities of the marketing of business consulting services and the principal factors affecting the consulting market. Attention is paid also to the main types of customer, using business consulting services, as well as to their positioning on the market. There are drawn the main methods of payment for consulting services.

The discipline stimulates the acquisition of a broad profile training with a hybrid character, including knowledge from other professional areas, in accordance with the adopted by the Strategy for the Development of Higher Education in the Republic of Bulgaria 2021-2030 and the objectives of the UE-Varna adopted by the mandate program. This allows for a higher degree of interdisciplinarity and connection with disciplines studied in the previous courses of study in the specialty, including "Theory of Management", "Marketing", "International Marketing Planning", "International Business Finance", etc.

In the course of studies, the following key competences are applied and developed, in accordance with the Recommendation of the Council of the European Union of 22 May 2018, namely:

- Personal Competence - Group 5;
- Civic competence - group 6.

Practical assignments in the discipline (based on individual and/or group projects) allow to build on knowledge and skills in terms of communication skills with business clients, business diagnostics and presentation of the results of the consulting project, networking, awareness of the role of business consulting in stimulating entrepreneurial activity and business development.

II. THEMATIC CONTENT

No.	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
1. Nature and purposes of business consulting		4	4	
1.1.	Business consulting as a major constituent part of management consulting	1	1	
1.2.	Purposes of business consulting and range of services provided	1	1	
1.3.	The consulting process	1	1	
1.4.	Evolving concepts and scope of management consulting and business consulting	1	1	
2. Development of the market for business consulting services		3	3	
2.1.	Origins of business consulting as a professional service	1	1	
2.2.	The global market for consulting services	1	1	
2.3.	Development of business consulting in Europe	1	1	

3. The consulting as a profession		4	4	
3.1.	Types of consultants – internal and external consultants	1	1	
3.2.	Main types of consulting organizations	1	1	
3.3.	Key intellectual abilities and qualities of the consultant	1	1	
3.4.	The consultant-client relationship	1	1	
4. The consulting process		8	8	
4.1.	Entry – initial contacts; preliminary problem diagnoses; terms of reference; assignment and plan; proposal to the client; the consulting contract	2	2	
4.2.	Diagnosis – diagnosing purposes and problems; approaches and methods for diagnosis; sources and ways of obtaining facts; data analysis; feedback to the client	2	2	
4.3.	Action planning – searching for possible solutions; developing and evaluating alternatives; presenting action proposals to the client	2	2	
4.4.	Implementation and termination	2		
5. Marketing of business consulting services		7	7	
5.1.	Special features of the marketing of business consulting services	1	1	
5.2.	Factors influencing the market of business consulting services	1	1	
5.3.	Types of customers using business consulting services	2	2	
5.4.	Positioning of consulting service	1	1	
5.5.	Approaches of determining the consultant’s fee	2	2	
6. Professionalism and ethics in consulting		4	4	
6.1.	The professional approach	1	1	
6.2.	Professional associations and codes of conduct	1	1	
6.3.	Certification and licensing	1	1	
6.4.	Legal liability and professional responsibility	1	1	
	Total:	30	30	

III. FORMS OF CONTROL:

No. by row	TYPE AND FORM OF CONTROL	№	extra-curricular, h.
1.	Midterm control		
1.1.	Project (on a predefined theme)	1	30
1.2.	Test (mixed questions)	1	10
1.3.	Individual Assignment	1	20
	Total midterm control:	3	60
2.	Final term control		
2.1.	Examination (test)	1	60
	Total final term control:	1	60
	Total for all types of control:	4	120

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Kubr, M. (2005), Management consulting. A Guide to the profession. Fourth edition. Geneva, International labor office.
2. Stanimirova, M. (2008), Marketing aspects of business consulting. Journal "Economy and Business. International Scientific Publications". Vol. 2, 2008.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Armbruster, T. (2006), The Economics and Sociology of management consulting. Herdecke University
1. Biech, E. (2007), The business of consulting. The basics and beyond. Second edition. Published by Preiffer, San Francisco, CA.
2. Biech, E. (2009), The consultant's quick start guide. Second edition. Published by Preiffer, San Francisco, CA.
3. Bonito, J and T. Thomson. (1995), Competency Model for Internal Consultants, Rath & Strong, Inc.
4. Kubr, M., в Rowley, J. and F. Rubin. (2006). Effective Consultancies in Development and Humanitarian Programmes. Oxfam GB.
5. Lippit G., Lippit R. (1996), The consulting process in action. San Diego.
6. Macliland D. (1995), The Achieving Society. B Joseph G. Bonito, Thomas M. Thomson, Competency Model for Internal Consultants, Rath & Strong, Inc.
7. Mc.Kenna,C.D. (2006), The Word's Newest Profession. Management consulting in the Twentieth Century. Cambridge University Press.
8. Rowley, J. and F. Rubin. (2006), Effective Consultancies in Development and Humanitarian Programmes. Oxfam GB.
9. Shein, E. H. (1969), Process Consultation: Its Role in Organizational Development. Reading, Mass.: Addison-Wesley.
10. Shein, E. H. (1987), Process Consultation: Lessons for managers and consultants. Reading, Mass.: Addison-Wesley.
11. Spina, J.D. (2024), "How to Write a Consulting Proposal", *Becoming a Management Consultant*, Emerald Publishing Limited, Leeds, pp. 23-36. <https://doi.org/10.1108/978-1-83797-038-420241005>
12. Spina, J.D. (2024), "What Do Management Consultants Do?", *Becoming a Management Consultant*, Emerald Publishing Limited, Leeds, pp. 5-7. <https://doi.org/10.1108/978-1-83797-038-420241002>
13. Toppin G. and F. Czerniawska. (2005), Business consulting. A guide to how it works and how to make it work. Profile Books Ltd, London, UK.
14. FEACO Information Documents, www.feaco.org.