

Teaching Management Consulting

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1. Who we are

- We, the Institute for International Management Consulting (www.i-imc.de) of the Ludwigshafen University of Applied Sciences were one of the pioneers of MBA programmes focussed on management consulting (MBA-IMC) in Europe.
- Throughout the countries there is no University which specialised in consulting as early as we did. Planned since 1987, the Institute for International Management Consulting (I-IMC) at Ludwigshafen University of Applied Sciences was founded in 1995 and has been the top choice for further education and advanced vocational training in management consulting.

2. What we offer

Academic Programs

MBA – Programs :

1. MBA-IMC[®]

- **University of Applied Sciences in Ludwigshafen**
- University of Applied Sciences Nordwestschweiz, Switzerland
- Ho Chi Minh City University of Technology, Vietnam
- Indian Institute of Social Welfare & Business Administration, India
- Beijing Normal University (MoU), China

2. MBA – ILMC[®]

International Lean Manufacturing Consulting

(A PPP: In Cooperation with MBtech Consulting, a DaimlerChrysler company)

PhD Program:

In cooperation with our partner institution University of Lincoln/UK.

For the graduates of our MBA programs only

2. What we offer

Services

Consulting Academy:

Workshops und Seminars

- inhouse
- open

Lectures, presentations for third parties

Metaconsulting

Ludwigshafen Management Consulting Conference (annually, in cooperation with the chambers of commerce)

Research projects

Consulting assignments

3. Our mission: Quality in consulting

- **One of the fundamental goals pursued by I-IMC is to create an internationally acknowledged qualification standard for the professional title of management consultant, which is, in most countries, not protected by law.**

- **We reach it by**
 - our quality assurance system, involving leading representatives of the consulting industry, politics and business (Advisory Board).

 - an extensive network constantly and actively supporting us in keeping the contents of the courses up to date and on a high level: This network includes
 - Federal Association of German Management Consultants (BDU),
 - partner universities such as the University of Lincoln (UK),
 - Chulalongkorn University (Thailand),
 - University of Michigan (USA)
 - and numerous large and medium-sized consulting companies.

 - the Foundation for International Business Administration Accreditation (FIBAA). This officially recognised accreditation organisation for German-speaking countries bases its assessments on the standards followed by the major Anglo-American accreditation institutions. In this way it is assured that the quality criteria of our MBA IMC are in every way comparable with qualifications attained in Britain and the USA.

4. Contents of Teaching

General Features:

- The course of studies covers 4 semesters with a total of 64 teaching days (on Fridays and Saturdays).
- The participants can choose between a course held only in English and a bilingual course.
- The course is finished by writing a final MBA dissertation which is scheduled to take 4 months. The students are broadly free in the choice of subject.

4. Contents of Teaching

Introduction to international management consulting (4 days)

- Survey of the international consulting market
- Internationalisation strategies of consulting companies
- Basics of international project organisation in consulting
- Working with multicultural teams
- Internationalisation as a consulting product
- Intercultural aspects of management consulting

Consulting process (10 days)

- Consulting services marketing and contact techniques
- Preparation and implementation of acquisition meetings
- Development of professional proposals
- Techniques and contents of the analysis phase
- To be concept / action planning
- Implementation, evaluation and termination

4. Contents of Teaching

Areas of consulting competence / Problem-solving methods (20 days)

- Strategy consulting
- Restructuring and turnarounds
- Business process reengineering and cost management
- Value chain consulting
- IT consulting and e-business consulting
- Outsourcing
- Innovation management
- Change management, knowledge management
- Lean manufacturing
- Creative problem-solving methods
- Recent approaches in management consulting (e.g. lean consulting, reputation management, internal consulting, continuity management, personnel flexibility)

4. Contents of Teaching

Management of consulting firms (4 days)

- Strategic management
- Organisational management
- Human resource management
- Financial management
- Operational management
- Quality management

Law of management consulting (2 days)

- Legal structure of consulting firms
- Legal aspects of consultant / client relationship

4. Contents of Teaching

Communication skills in consulting (6 days)

- Techniques of negotiation and presentation
- Moderating techniques
- Conflict management
- Intercultural communication

Psychology in consulting (2 days)

- Psychology of the management of consulting teams
- Psychological aspects of the consultant / client relationship

4. Contents of Teaching

Ethics in consulting (2 days)

- Business ethics
- Consulting ethics

Research methods (2 days)

- Contents and methods of research work
- Search for and utilisation of scientific information

Optional foreign language (8 days)

normally business English or German

Basics of general management and economics (4 days)

- Overview of the business functions in companies
- External / internal accounting and controlling
- Investment and financial management
- Economics for consultants

5. The didactic concept

The teaching units in our institute are not hours of monologue but a combination of brief lectures, workshops and all kinds of teamwork in small groups, like

- case studies,
- role games,
- management games,
- white paper discussions
- Knowledge transfer within the group of participants
- simulations

The students present their results themselves.

The lecturers prefer to apply the Socratic teaching method.

They use the internet support where ever it corresponds to the use in practice.

6. Entry requirements and fees

- Entry requirements for enrolling in the MBA-IMC® course are
 - a first university degree and
 - three years of relevant professional experience.
 - In addition, good knowledge of the English language is also necessary.
- The fees for the MBA-IMC® course amount to € 2,800 per semester; in total therefore € 11,200. There is also a student administration charge which is at present approximately € 87 per semester.

7. Our participants

- Many **major companies** have been convinced not only by the quality of the courses we offer but also by the direct applicability of the knowledge gained to practical business issues. We have had and still have students from enterprises such as ABB, BASF, DaimlerChrysler, Deutsche Bahn, Telekom, IBM, Ernst & Young, Siemens, SAP and all notable consulting companies; but also from many smaller and medium-sized firms.
- Our participants come from **all over the world**, like USA, Canada, Brazil, Argentina, Peru, South Africa, Nigeria, China, Japan, Korea, Romania, Poland, Russia, India and Austria. The relation Germans to Foreigners is 50:50.
- Besides the first university degree 15 % of all participants hold also already a **doctorate degree**, e.g. in economics, engineering, physics and medicin.
- A major **alumni network** meeting takes place every year on the occasion of the Award Ceremony. We make an online portal available to the alumni as a virtual meeting room in which they can find addresses, inside news and dates of I-IMC.

8. Our lecturers: Experts in consulting

Our professors and lecturers are also distinguished by their practical focus and experience:

- Professor Dr. Christel Niedereichholz CMC, the founder of the MBA-IMC® programme, and
- Professor Dr. Rolf - Dieter Reineke, the head of the course of studies, are full-time university professors with extensive experience in international consulting.
- Approximately half of the lectures are given by 30 experts and professionals from top companies in the consulting field as well as from specialist consulting boutiques.
- In addition specific subjects are dealt with in depth by renowned guest lecturers from industry and trade.

10. Outlook

- Ongoing internationalisation
- Finding new partner universities who could benefit from the ready made course contents and procedures
- Separation from Ludwigshafen University of Applied Sciences by founding a private Business School of Consulting