

KBTU

*KAZAKH-BRITISH TECHNICAL
UNIVERSITY
BUSINESS SCHOOL*

International Business Consultancy

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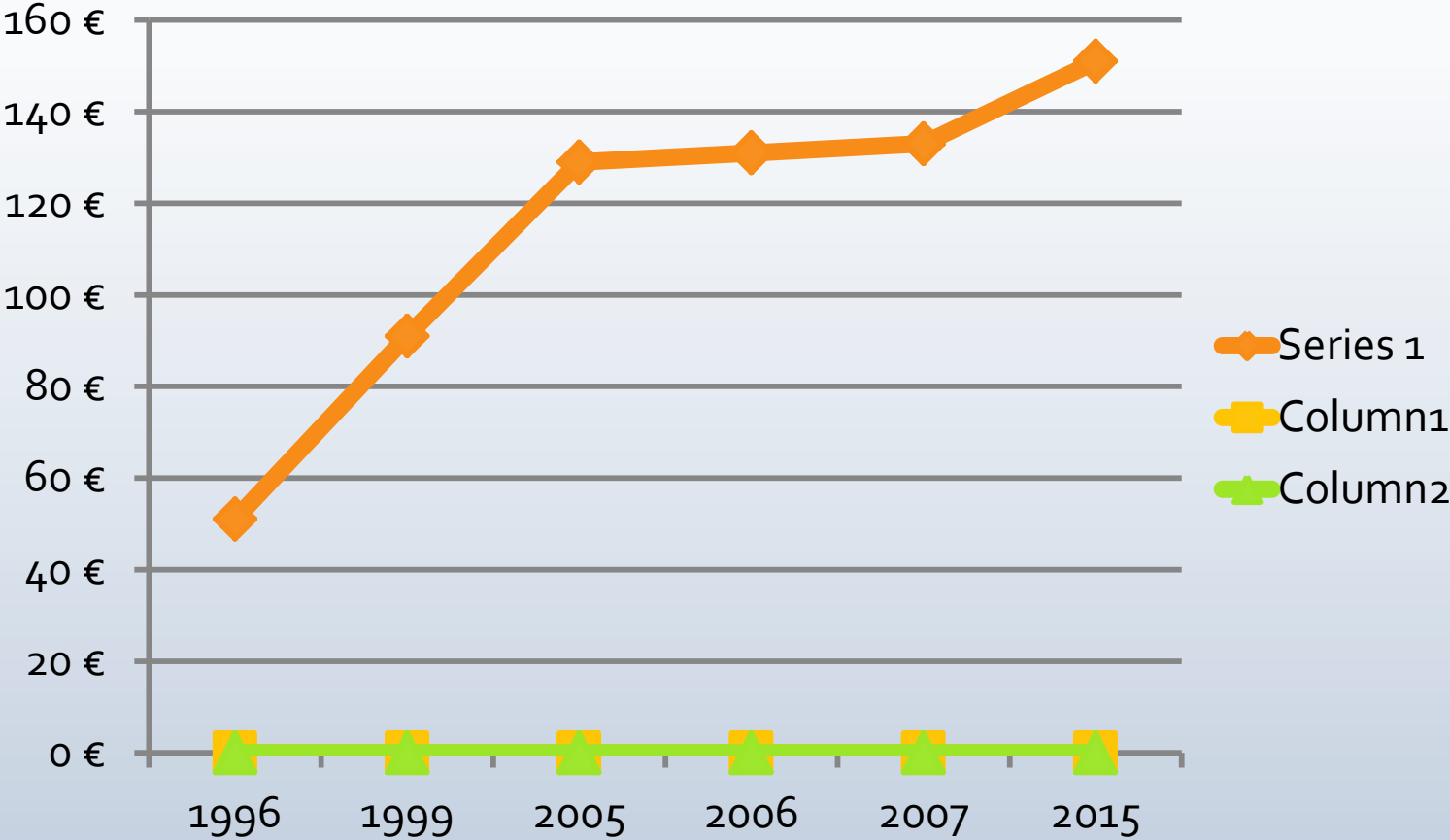
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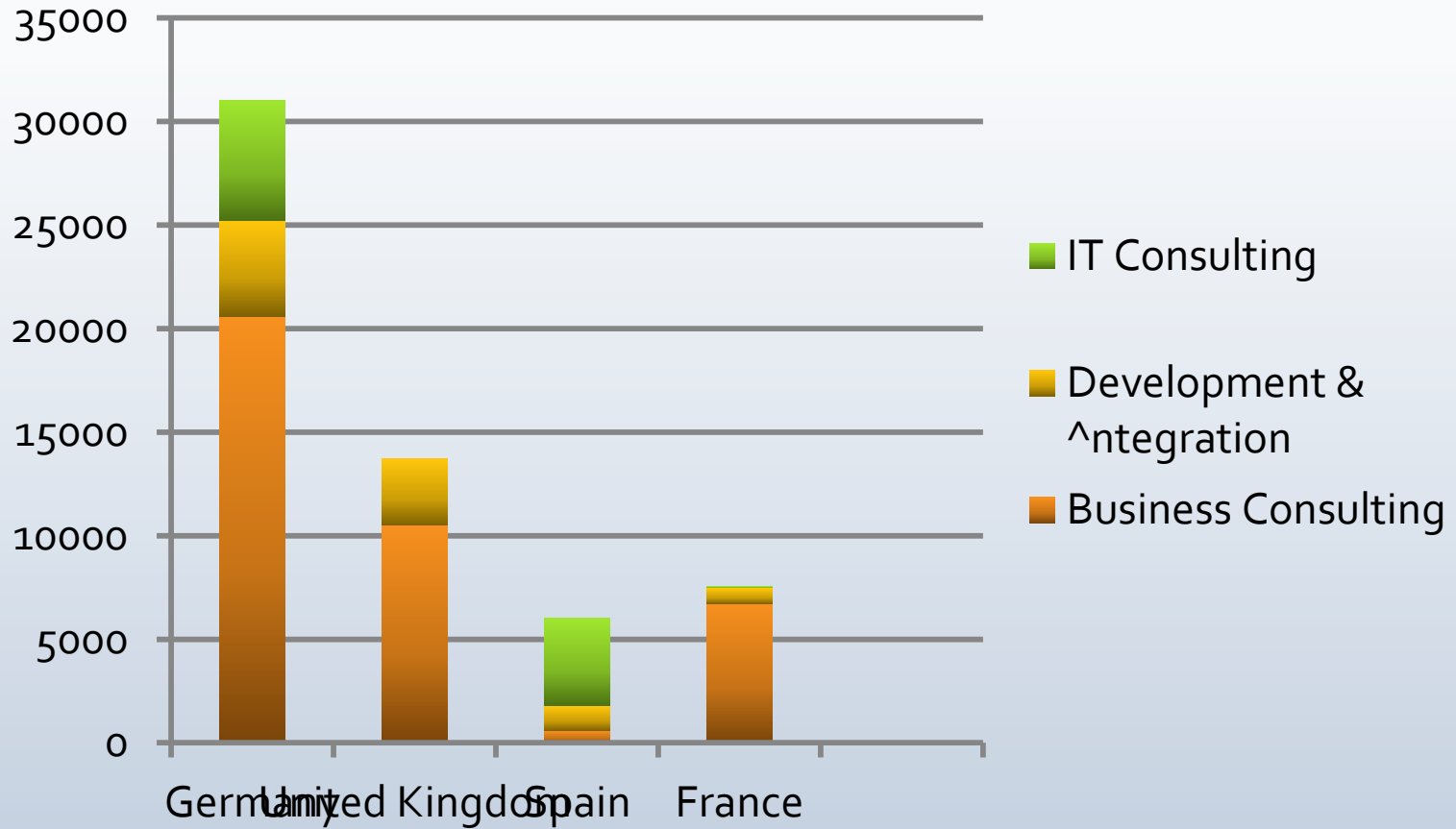
- What is business consultancy?
- What are the needs of consultancy in companies?
- What are typical issues?
- How to solve them in a consultancy project?
- What are the advantages of engaging consultants?
- Why study consultancy in MBA programs

Consulting Market Worldwide –

FAECO'07



Breakdown of MC (million €, 2011)



What is business consultancy?

- **There are different types of business consultancy**

- Business development and strategy
- Finances
- Operation
- Specialized fields like
 - Technology
 - Site foundation
 - etc.



What is business consultancy?

- **Typical tasks and responsibilities of consultants**
 - Give independent view and opinions
 - Bring in additional experience and methods
 - Structure, prepare and moderate meetings, workshops etc.
 - Create documentation
 - Lead project teams
 - Responsible for concepts, methods and quality assurance
 - Not responsible for leadership and realisation

What is business consultancy?

● Success factors of consultancy

- Winning orders and satisfying customers is difficult:
 - Good references
 - Personal network to potential customers
 - Experienced consultants
 - From Specialists to Generalists 😊
 - Ability to sell his/her knowledge



What are the needs of companies?

- **Mainly reduction of cost or effort**

- Cost reduction
- Managing growth
- Fixing organisational deficiencies
- Improving quality, performance etc.



What are typical issues?

- **Somehow suddenly the whole thing is stuck ...**

- Process improvement or reengineering
 - Complexity reduction
 - Inventory reduction
 - Implementation of lean production
 - Designing development processes
 - Planning new production or workplaces
 - (Re)-Implementing ERP-system
-
- and many many more



How to solve them in consultancy projects?

● Teamwork, projects and shared/common responsibilities

- Definition of roles and responsibilities
- Aligned project goal and measurement
- List of deliverables
- Integration of employees on all levels (workshops, interviews, presentations, ...)
- Application of best practices and methods
- Proper controlling



What is a business consultancy project?

- **Business consultancy projects can be started in almost any field**
 - Strategy, sales, operation, service and after sales
 - Typical goals are
 - Strategic orientation
 - Optimising of processes to
 - Save cost
 - Improve speed
 - Manage growth
 - Turnaround (before bankruptcy)

How does project management work?

● Some key success factors

- A project is a unique undertaking to achieve certain results
 - Prerequisite is structured work, application of methods and teamwork
 - Therefore required for a project manager:
 - Personal engagement
 - Methodical skills
 - Ability to convince and inspire people
 - Insistence on achieving goals and keeping budget and time
 - Project manager need not be the best specialist

What are the advantages of engaging consultants?

- **Many reasons for ordering consultants**
 - Independent and comprehensive perspective
 - Experience out of similar situations and projects
 - Additional know-how
 - Additional capacity



What is needed to become a consultant?

- **There are two possibilities**

- Starting consultancy right after school
 - Starting as a junior consultant
 - Collecting diverse “observational” experience
 - As everywhere start with “unskilled” work
- Working for several years and then turn to consultancy
 - Learning the business from the very beginning
 - Collecting specified practical experience
 - Become a senior consultant quickly

What is needed to become a consultant?

● Personal prerequisites

- Flexibility
 - Travelling around (within country, continent, worldwide)
 - Different people every day
 - New companies every three months
- Commitment
 - Long working times
 - Constant learning
 - Dealing with new situations
- Social competency
 - Conflicts
 - Motivation

What perspectives does it open?

- **Highly acknowledged and well recognised**
 - Get in touch with many different companies, having the opportunity of being employed
 - Learn structured and methodical work, very much wanted competencies
 - Experience project management, also a very valuable capability

So why study the consultancy in MBA

International Business is challenging and fascinating at the same time

- Research showed an upward trend and need for globally trained young professionals
- Transfer of both established and modern knowledge in an easy and practice-oriented way.
- Teaching methods are carefully chosen – a balance between theoretical input and further development of topics in small groups and through completion of assignments, case studies and group discussions.

IBC courses structure

General Management Consulting

- Value based Management
- Cost Management
- International Accounting
- Strategic Marketing
- Managing the Sales Systems for New and Ongoing Ventures

IBS courses

Logistics Consulting

- Productions and Operations Management
- Supply Chain Management of Selected Logistic Areas
- Modeling and Simulation

IBS courses

Information Technology Consulting

- Information Systems for Business Applications
- Network Technologies
- E-Commerce and Web Applications
- Integrated Case Study

IBS courses

Communication and Leadership

- Cross Cultural Management
- Business Ethics
- Project Management
- Management of Consultancies

Electives

- Turnaround Management
- Controlling of defined functional areas
- International Economic Law
- etc.