



UCD Lochlann Quinn  
School of Business

## IRISH CONSULTANCY PROJECT Summer 2021

### COURSE OVERVIEW

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Quinn School of Business is committed to maintaining the highest standards in education so that our graduates are fully prepared for the realities of a career in business or in industry. In addition, we further aspire to produce students with a rounded social education and a strong sense of good citizenship, who strive to make a difference in the local community. To support this, we have introduced our new **Irish Consultancy Experience**, where students apply knowledge learned in the classroom to real-life work in the not-for-profit or small business sector.

**The Irish Consultancy Project** is a key module underpinning the Irish Consultancy Experience programme. The project involves working as part of a small team to complete a live business project for an organisation from the non-profit or small business sector. Project teams will work with the organisation to agree the project scope, carry out a preliminary analysis, and develop appropriate, effective solutions. By identifying a solution to a real problem faced by an organization, teams will have the opportunity to improve their analytical, diagnostic, communication and relationship-management skills.

Completing this course will further sharpen students' knowledge and skills by requiring them to work together in a foreign business environment (Dublin, Ireland) while acquiring professional skills that will help in their eventual transition to the workplace.

### COURSE AIM

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To provide students with the opportunity to contribute to and engage with local businesses while learning new business skills, both inside and outside the classroom.

### COURSE OBJECTIVES

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#### For students:

- To allow students to contribute productively to the needs of the local community;
- To enable students to develop life skills and to better relate to and work with people in a professional environment.
- To demonstrate to potential employers that they have gained valuable real-world experience.

- To experience a management consulting project firsthand
- To identify and apply appropriate research and diagnostic techniques.
- To develop time and project management skills, plus key interpersonal skills, including team management and client management.

**For our partner organizations:**

- To benefit the partner organization by providing additional resources for specific business projects;
- To facilitate the transfer of knowledge and skills between students and partner organisations;
- To work with the partner organizations to develop sustainable projects;
- To foster long term relationships between Quinn School of Business and partner organisations;
- To create a greater understanding among students of the work and activities of partner organisations.

**COURSE STRUCTURE**

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- The course will be taught through a series of workshops / classes and guest speaker presentations. Class participation is an essential component of the design of this course. All students will be expected to engage in class discussion and debate to facilitate the formation of their critical judgements.
- Students will work in teams of four to complete their assigned project.
- There will be a variety of projects available with client companies from the small business and non-profit sectors.
- The projects will be scheduled for review, assessment and discussion at key milestones throughout the course.

**PROJECT DURATION**

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The project will be completed by the student teams throughout the program. Note that in order to develop a working relationship between each student group and their project company, teams will spend time in the initial stages developing the client relationship and determining the scope of the project.

**ASSESSMENT**

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The course is assessed 100% by coursework, including:

**Engagement Letter**

Using the business issue as the basis for the proposal, students will initially assess how they will carry out the business project. This will form the basis for the first submission. A template for this Engagement Letter can be found on Black Board.

**Status Report Presentations**

The project teams will give 2 status report presentations during the module to indicate project progress and adherence to the project aims and objectives.

### **Final Written Consultancy Report**

The content will vary depending on the specific project, but each report will address the following themes:

1. Thorough understanding of the business and the key business issue addressed by the project team;
2. Analysis of the business issue through a research framework and quality of research methods;
3. Clear conclusions and recommendations for the client organization.

### **Final Project Presentation**

Each group will present their project highlights to the client company.

### **Individual Reflections on Learning**

These should be completed on an individual basis and should consider what was learned during the project process, what went well, what was challenging, and thoughts overall on the Irish Consultancy Project learning experience.

### **Peer Assessment**

Teams will evaluate the performance and contribution of each member of their project team by completing a Peer Evaluation Sheet at the end of the semester. Peer Evaluations may have an impact on grades in some cases.

## **COURSE TOPICS**

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Topics covered during the Irish Consultancy Project will include:

- Introduction to the Course, Projects and Client Companies
- The Start of the Assignment: What Happens Next and Preparing for your First Client Meeting
- Working in Teams: MBTI
- Presentation Design & Delivery
- Understanding Client Requirements & Building the Client Relationship
- Insights into Non-Profit Organisations
- Insights into the Small Business Sector
- Problem Solving Tools and Techniques
- Project Management Skills

## **COURSE LEADER**

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The Lecturer for this module is Kathy O'Reilly. Kathy is a Lecturer in the Management subject area at UCD where she teaches Management Consultancy across a number of business programs from undergrad to MBA. She is the Academic Director of the globally recognized MSc in Management Consultancy at UCD's Smurfit School of Business and is also a recent recipient of the UCD College of Business Teaching Excellence Award.

Kathy holds an MSc. in International Business from the UCD Michael Smurfit School of Business, and a BA from Maynooth University. In 2013, she was appointed as an Academic Fellow of the International Council of Management Consulting Institutes (ICMCI) - the global professional body of the management consulting industry - and is currently completing a Doctorate in Higher Education.

#### **SUGGESTED COURSE READING:**

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- Anheier, H., 'Managing Non-Profit Organisations: Towards A New Approach', Working Paper 1, London School of Economics Centre for Civil Society (2000);
  - Block, Peter, *Flawless consulting: A guide to getting your expertise used*. John Wiley & Sons. (2011)
  - Casey, J., 2016. Comparing non-profit sectors around the world: What do we know and how do we know it?. *The Journal of Nonprofit Education and Leadership*, 6(3).
  - Finley, A.R., Hall, C., Harris, E. and Lusch, S.J., 2020. The Effect of Large Corporate Donors on Non-profit Performance. *Journal of Business Ethics*, pp.1-23.
  - Naskrent, J. And Siebelt, P., 'The Influence of Commitment, Trust, Satisfaction, and Involvement on Donor Retention', International Society for Third-Sector Research and The John's Hopkins University (2010);
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