

Module Descriptor Definitive Document

Module Code	BSND55
Version	1
Module Title	Business Consultancy
Credits	20
Valid From	1 st January 2025
Status	Validated
Subject Board	BSN
HECoS Code	100079
Academic Level (FHEQ)	5
Study Period	B
Prerequisites and co-requisites	N/A
Not available to students taking/having taken	N/A

Content (Indicative)

- Students will gain the skills and knowledge necessary to deliver a bespoke consultancy project for a live brief, equipping them with practical experience in tackling real-world business challenges. They will develop a deep understanding of how to evaluate and apply appropriate policies and strategies within a rapidly changing environment, ensuring they can effectively address the needs and interests of diverse stakeholders. The module also provides a solid foundation in key business theories, including risk management, stakeholder engagement, and objective setting, enabling students to apply these concepts in practical scenarios. By the end of the module, students will be adept at integrating theoretical insights with practical applications, preparing them for success in dynamic and complex professional settings.

Teaching and Learning Experience

- Guided Independent Study
- Lectures
- Seminars
- Guest Lectures (for example, entrepreneurs, project examples)
- Work Based Learning

Module Learning Outcomes (MLOs)

On successful completion of this module students will be able to:

1. Demonstrate a comprehensive understanding of project management in a business context.
2. Compare and contrast theories of stakeholder management, strategic planning, and objective setting in a business context.
3. Demonstrate the ability to articulate, communicate, and reflect on objectives developed during live consultancy projects.

Assessment

Assessment Task	Weighting	Module Learning Outcomes Assessed
Essay	30%	2,
Report	70%	1, 3

Indicative reading

Books

Bessant, J., & Tidd, J. (2015). *Innovation and entrepreneurship* (3rd ed.). John Wiley & Sons Ltd.

Burns, P. (2020). *Corporate entrepreneurship and innovation* (4th ed.). Palgrave-Macmillan.

Drucker, P. F. (1985). *Innovation and entrepreneurship practice and principles*. Harper &

Row. Freeman, R. Edward. (1984). *Strategic management: A stakeholder approach*. Cambridge University Press.

Heagney, J. (2012). *Fundamentals of Project management* (4th ed.). American Management Association.

Lester, A. (2013). *Project management, planning and control* (6th ed.). Butterworth-Heinemann.

Lock, D. (2013). *Project management* (10th ed.). Routledge.

Newton, R. (2016). *Project management step by step: How to plan and manage a highly successful project* (2nd ed.). Pearson.

Pinchot, G. (1985). *Intrapreneuring: Why you don't have to leave the corporation to become an entrepreneur*. Harper & Row.

Porter, M. (1985). *Competitive advantage: Creating and sustaining superior performance*. Free Press.

Tidd, J., Bessant, J., & Pavitt, K. (2020). *Managing innovation* (7th ed.). Wiley Chichester.

Wanner, R. (2013). *Project risk management: The most important methods and tools for successful projects*. CreateSpace Independent Publishing Platform. .

Journals

Entrepreneurship Theory and Practice

Journal of Small Business and Enterprise Development

Journal of Small Business Management

Journal of Entrepreneurial Behaviour and Research