



AI731 Professional Consulting Skills Semester 01/2014

Course Description

This course integrates various fundamental skills and knowledge in business management and focuses on the analysis and practice of organizations in Thailand. The course will provide the students with practical analysis and consulting tools and frameworks. During the course, students will be exposed to real-life business consulting scenario and will learn first hand experience from professional consultants and practitioners.

Course Objective

The primary objective of this course is to provide the students the ability to formulate and to analyze the existing problems and to provide tangible advice in order to improve the business strategy and operations.

Class Time and Venue

Date: Thursday

Time: 9.00 – 12.00

Venue: F-338 Anek-Prasong 2 Building, Tha Prachan Campus

Some sessions will be held off-campus.

Instructor

Asst. Prof. Dr. Karndee Leopaibrote (ผศ.ดร. การดี เลียวไพโรจน์)

E: im.karndee@gmail.com

Always begins your email subject with "AI731:..."

T: 089 112 0505

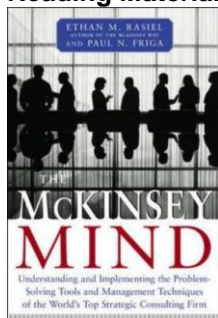
Line: Karndee

Facebook: Karndee Leopaibrote

Office Hour: Wednesday 12.30 – 13.30 or by appointment.

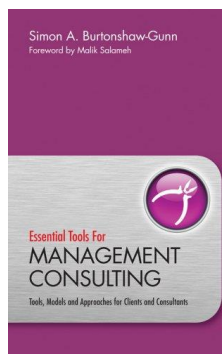
Room 543. Thammasat Business School – Tha Prachan Campus

Reading Material



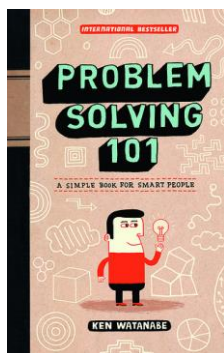
The McKinsey Mind:
Understanding and
Implementing the
Problem-Solving Tools
and Management
Techniques of the
World's Top Strategic
Consulting Firm

Ethan Rasiel and
Ph.D., Paul N. Friga
2001



Essential Tools for
Management
Consulting: Tools,
Models and
approaches for Clients
and Consultants

Simon Burtonshaw-
Gunn
2010



Problem Solving 101: A
Simple Book for Smart
People

Ken Watanabe
2009

Class Material

Class slides can be downloaded from www.karndee.com and from class dropbox.

Evaluations

Assignment	20%
Project	30%
On-Field Performance	30%
Final Exam	20%

Class Modules



Module 1: Get Ready – Shape Up Your Skills

- Understand consulting field
- Fundamental concepts, tools & framework
- Communication & presentation Skills
- Case based Learning

Modul 2: Understand the Environment & Pressure

- Learning in real-life consulting environment
- Joining and working with a professional consulting team
- PrimeStreet Advisory Group (www.primestreetgroup.com)

Module 3: Integrate Knowledge & Skills

- Work with the clients & on-site visit
- Project based learning
- Apply and integrate consulting skills and business knowledge
- Project presentation
- Focus: Textile & apparel industry

Tentative Outline

Session	Date	Module / Section	Content	Remarks
1	Aug 21, 2014	Module 1	- Class Introduction & Administration - Getting to know Consulting Career - Pre-Test: Consulting Skills – Case Analysis	Reading: Types of Management Consultancy
2	Aug 28, 2014	Module 1	- Fundamental Concepts, Frameworks, and Tools - Pyramid Structure - System Thinking & Conceptual Thinking	
3	Sep 4, 2014	Module 1	Presentation & Communication Skills	
	Sep 11, 2014		No Class – Wai Kru Day	
4	Sep 18, 2014	Module 1	Managing consulting project Setting evaluation criteria	
5	Sep 25, 2014	Module 1	Developing project proposal	
6	Oct 2, 2014	Module 1	Ethical issues for consultant	
	Oct 5 – 12, 2014		No Class - Midterm Exam Week	
7	Oct 16, 2014	Module 2 Section 1	Working with a professional management consulting team (1)	<ul style="list-style-type: none"> - During week 7 – 10 (Oct 16, 2014 – Nov 13, 2014), classes will be off-campus. - The students will be divided into 2 sections. Each section contains 3 groups. - The group will work on a consulting project toward the end of semester <p>Module 2: PrimeStreet Advisory (Thailand) Head Office The Offices at Central World, #2303 23rd Floor (http://www.primestreetgroup.com)</p> <p>Module 3 Client: to be announced</p>
		Module 3 Section 2	Project development with client (1)	
8	Oct 30, 2014	Module 2 Section 1	Working with a professional management consulting team (2): PrimeStreet Advisory	
		Module 3 Section 2	Project development with client (2)	
9	Nov 6, 2014	Module 2 Section 2	Working with a professional management consulting team (1): PrimeStreet Advisory	
		Module 3 Section 1	Project development with client (1)	
10	Nov 13, 2014	Module 2 Section 2	Working with a professional management consulting team (2): PrimeStreet Advisory	
		Module 3 Section 1	Project development with client (2)	
11	Nov 20, 2014	Module 3	Preliminary project presentation & class feedback	
12	Nov 27, 2014	Module 3	Final project presentation to the client	
13	Dec 4, 2014	Module 3	Class summary	