



CASE STUDY

TRAINING: INTRODUCTION TO BUSINESS CONSULTING

Client Industry: Higher Education

BUSINESS CHALLENGE

The specific Graduate School of Business required an elective course for its MBA class on an Introduction to Business Consulting.

PSP ICON APPROACH

PSP Icon designed a two hour lecture around contemporary issues, including an introduction to business consulting, organisational design, strategy, process re-engineering, financial modeling and change management.

Students were required to complete individual and group assignments that required presentation to a panel.

RESULTS

Popular elective with over 60 participants in its inaugural presentation

A clearer understanding of the fundamentals of business consulting and the type of work covered.