

Management Consulting

ICTC's Management Consulting WIL Digital e-Learning course provides a foundational understanding of management consulting (MC) within Canadian organizations. Management consulting defines not only a profession but also a set of skills that anyone can master and apply to enhance their impact within an organization.

Modules		Lessons	Learning Objectives	
Module 1	Introduction to Management Consulting	<ul style="list-style-type: none"> Overview of the Management Consulting Industry The Role of a Management Consultant 	<ul style="list-style-type: none"> Define management consulting and its relationship with client organizations Identify the types of services provided by consultants Discuss trends in the management consulting industry Discuss technology and human judgment in data-driven consulting Explain the differences between internal and external consultants Describe the main responsibilities of a management consultant Describe the essential traits and skills required to excel as an effective consultant Describe various areas where management consultants provide value to their clients 	Padlet Discussion
Module 2	Consulting Frameworks and Tools	<ul style="list-style-type: none"> Overview of Analysis Frameworks SWOT Analysis Porter's Five Forces Model Root Cause Analysis Additional Useful Consulting Tools 	<ul style="list-style-type: none"> Examine management consulting analysis frameworks Explain the SWOT model for industry analysis Describe the SWOT model to assess a client's industry Identify strategic opportunities with the SWOT model Outline Porter's Five Forces model for industry analysis Explain root cause analysis techniques Summarize additional useful consulting tools Discuss the application of various tools and frameworks in the context of small, medium, and large firms. 	Padlet Discussion
Module 3	Consulting Methodology	<ul style="list-style-type: none"> Overview of the Consulting Process Consulting Proposals Project Planning and Management Consulting Reports and Recommendations Ethics in Management Consulting 	<ul style="list-style-type: none"> Describe the stages involved in the consulting process Discuss how consultants work with clients Discuss the collaborative process between consultants and clients Describe the key elements in a client proposal Summarize an overview of key planning techniques Discuss key roles in a typical project setup Describe project governance through committee roles and actionable reports Discuss the development of persuasive recommendations that clients are willing and able to implement Describe one of the principles of ethical consulting that prioritizes serving a client's best interests 	Quiz
Module 4	Industry Knowledge and Research	<ul style="list-style-type: none"> Overview of Industry Knowledge and Research Industry and Market Trends Competitive Analysis Scenario Analysis 	<ul style="list-style-type: none"> Describe the methods to utilize and leverage industry research in the consulting practice Discuss primary and secondary research methods and their differences Describe primary research methods in the consulting practice Discuss key macro trends in the industry and market Describe key micro trends in the industry and market 	Padlet Discussion

			<ul style="list-style-type: none"> • Explain the benchmarking of core financial ratios, metrics and KPIs • Discuss how to assess information through benchmarking exercises and competitive analysis to inform key scenarios 	
Module 5	Financial Analysis and Performance Management	<ul style="list-style-type: none"> • Overview to Financial Analysis and Performance • Ratio Calculations and Interpretation • Budgeting and Forecasting Techniques • Sales Growth Strategies • Expense Reduction Strategies • Cash flow optimization 	<ul style="list-style-type: none"> • Describe key financial line items within income statements and balance sheets • Describe the use of key ratios in the consulting practice • Explain the purpose and interpretation of each key ratio in the consulting practice • Discuss the purpose of establishing a budget • Describe the increase in market share through targeted competition and expansion strategies • Discuss the impact of boosting productivity on sales growth • Identify actions leading to overhead cost reduction • Discuss the methods to improve resource productivity • Explain the importance of cash flow in business operations • Describe the cash conversion cycle 	Padlet Discussion
Module 6	Careers in Management Consulting and Consulting Firms	<ul style="list-style-type: none"> • Overview of the Consulting Industry • Career Paths in Consulting • Skills and Qualifications 	<ul style="list-style-type: none"> • Explain the size and main services of the consulting industry • Describe the main roles and their areas of focus in management consulting • Explain the roles and responsibilities of strategy, operations, and technology consultants • Describe the high-demand skills of analysis, interpersonal communication, and technical proficiency in the consulting industry • Discuss desired qualifications in management consulting • Discuss experiences in consulting through internships, projects, and post-graduate roles 	Padlet Discussion