# 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

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<tr>
<th>Modules</th>
<th>Lessons</th>
<th>Learning Objectives</th>
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| Module 1 | Introduction to Management Consulting  
- Overview of the Management Consulting Industry  
- The Role of a Management Consultant |  
- 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 |
| Module 2 | Consulting Frameworks and Tools  
- Overview of Analysis Frameworks  
- SWOT Analysis  
- Porter's Five Forces Model  
- Root Cause Analysis  
- Additional Useful Consulting Tools |  
- 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. |
| Module 3 | Consulting Methodology  
- Overview of the Consulting Process  
- Consulting Proposals  
- Project Planning and Management  
- Consulting Reports and Recommendations  
- Ethics in Management Consulting |  
- 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 |
| Module 4 | Industry Knowledge and Research  
- Overview of Industry Knowledge and Research  
- Industry and Market Trends  
- Competitive Analysis  
- Scenario Analysis |  
- 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 |

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<th>Module 5</th>
<th>Financial Analysis and Performance Management</th>
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<td>Overview to Financial Analysis and Performance</td>
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<td>Ratio Calculations and Interpretation</td>
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<td>Budgeting and Forecasting Techniques</td>
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<td>Sales Growth Strategies</td>
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<td>Expense Reduction Strategies</td>
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<td>Cash flow optimization</td>
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<td>Explain the benchmarking of core financial ratios, metrics and KPIs</td>
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<td>Discuss how to assess information through benchmarking exercises and competitive analysis to inform key scenarios</td>
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<th>Module 6</th>
<th>Careers in Management Consulting and Consulting Firms</th>
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<td>Overview of the Consulting Industry</td>
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<td>Career Paths in Consulting</td>
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<td>Skills and Qualifications</td>
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<tr>
<td>Explain the size and main services of the consulting industry</td>
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<td>Describe the main roles and their areas of focus in management consulting</td>
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<td>Explain the roles and responsibilities of strategy, operations, and technology consultants</td>
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<td>Describe the high-demand skills of analysis, interpersonal communication, and technical proficiency in the consulting industry</td>
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<td>Discuss desired qualifications in management consulting</td>
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<td>Discuss experiences in consulting through internships, projects, and post-graduate roles</td>
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