CONSULTING 101: DRIVING STRATEGIC IMPACT

SPRING B TERM 2014

CLASS DETAILS
B term, Spring 2014
Mondays 9:00am to 12:15pm (W416)
Wednesdays 2:15pm to 5:30pm (W416)

PROFESSOR NAME: Angela Lee
Professor Office Location: 204 Uris
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Office Hours: Tues 10:45-12:15, Thur 2:15-3:45

TEACHING ASSISTANTS
TBD

REQUIRED COURSE MATERIAL

There is no required text or printed casebook for this course. Required readings will be provided electronically via Canvas

REQUIRED PREREQUISITES AND CONNECTION TO THE CORE

This course builds on knowledge primarily from Strategy Formulation, Marketing Strategy, and Leadership Development (called Lead in the Fall 2013 Core).

COURSE DESCRIPTION

The goal of this course is to teach students the fundamental skills of strategic problem solving. Students will learn how to approach an uncertain, mis-aligned, and ambiguous business problemS in a structured and efficient way that is based on the problem solving techniques of top tier consulting firms.

This course is for:

- **Aspiring consultants**: This course will give you a great jump start to your consulting career and allow you to hit the ground running
- **Everyone else**: This course will provide you with frameworks and actionable skills to prepare you to tackle the complex business problems that you will encounter in any role
COURSE OBJECTIVES

Each session will convey frameworks for particular situations and experiential exercises for practicing them. You will go through the lifecycle of a real case from the faculty’s personal consulting experience. The topics covered will be:

- Defining an ambiguous project and gaining alignment on the project objective
- Structuring a complex problem into its highest priority components
- Understanding how to collect, refine, and analyze data in an organized and comprehensive manner
- Synthesizing the analysis and data into actionable, relevant insights
- Communicating in a way that ensures buy-in, understanding, and follow-through
- Managing a project, team, and clients through the lifecycle of a project

GRADING

Participation (50%): Your participation grade will be based on:

- **Presence**: Given that there are only 6 sessions of this course, students are expected to attend every section and be on time. Attendance is 20 of the 50 percentage points of participation.
- **Preparation**: Complete any pre-work needed for class discussion. Expect an engaging classroom environment that includes cold calling.
- **Participation**: We expect you to contribute to the learning of your classmates through class discussion and interactive exercises. Active participation also calls for no electronic devices such as laptops, tablet computers, or smartphones during class, except when explicitly stated as needed in class

Assignments (50%): The assignments will be:

1. **Readings (every session):**
   a. There will be a number of supplemental readings posted in Canvas for each session
   b. Before class, you should read at least one of these for each session
   c. You will be asked to present the learnings or takeaways from the reading that you completed in class as both a way to share learnings with your classmates and also to practice your synthesis skills

2. **Group Presentation (presented in final session Apr 28 & 30):**
   a. You will form teams of 5-6 students
   b. You will be asked you apply the learnings in class to a real world business situation and present your recommendations to the class on the final session

3. **Final Project (Due 11:59pm May 9):** No final exam
   a. This will be an individual written project that is handed in
   b. You will be asked to apply the learnings in class to an actual project you worked on in the past or will work on in the next 6-9 months