ENT 32203: Business Development Services and Consultancy Skills

Level: 3000   **Number of Credits   : 03**

Course Description

This course provides knowledge on Business Development Services and develop consultancy skills required to improve performance of enterprises. It assess business development services market to recognize suitable techniques and the use of consultancy skills to solve business issues.

Intended Learning Outcomes

At the end of the course, the student will be able to;

- Describe the concepts, theories and techniques of Business Development Services
- Identify business issues and provide appropriate solutions through Business Development Services
- Demonstrate the business consultancy skills
- Evaluate the business consultancy process

Teaching/Learning Methods

Lectures, Group discussions, Workshops and Seminars

Methods of Assessment

In-course Assessments   : 30%
End Semester Examination   : 70%

Course Contents

1. Introduction to business development services
2. Types of business development services
3. Assessing the business development services market
4. Development techniques for Business development services market
5. Measuring performance of business development services
6. Strategies to develop business development services market
7. Impact of business development services on business   performance
8. Emerging trends and issues in business development services market
9. Introduction to business consultancy
10. Consultancy process
11. Consulting in various areas of business management
12. Managing a consultancy firm
13. Developing the consultants and the consulting profession

Recommended Readings

1. Kubr, M. (Ed.). (2002). Management consulting: A guide to the profession.(4th Ed.). International Labor Organization.
2. Sadler, P. (2001). Management consultancy: a handbook for best practice. Kogan Page Publishers.