# Course Title: C.3.1 Transnational Student Consultancy Facilitation

# Abstract:

This course is designed for students who seek to gain practical experience in a real working environment. In the course student teams will collaborate with local small and medium-sized firms that seek to internationalise their businesses. Furthermore, students will work together with student teams from the SMEs target country. The consulting project has four milestones: During a kick-off workshop, students will meet the companies and discuss the main objectives/research question of the consultancy. Students present first findings at a mid-term presentation at the company. During an international student meeting, students will work on their consulting projects together with their international partner teams and will participate in workshops related to consulting skills, case writing, and intercultural skills, among others. Students receive 2 ECTS for participating in the international student week. At a multiplier event at the end of the semester, students present the major findings and recommendations of their consulting project in public and have the opportunity to mingle with local SMEs.

The Transnational student consulting project is complemented by in class sessions on research and presentation skills, consulting skills, project management, and business etiquette, as well as individual meetings to discuss the outputs of the student teams. It builds on and applies tools that students became acquainted with during the project management, international management, and intercultural management courses in the frame of INTENSE.

This course is planned with 5CTS (131h) and 90 minute class-time per week for 15 weeks, as the majority of workload is in self-study time (108,5h). (Interactive exercises are in blue font, self-study in orange.)

# Learning Objectives:

* Students apply theoretical models and tools related to internationalisation by conducting in-depth research for SMEs
* Students gain practical consulting experience in the field of SME internationalisation by working together with local SME throughout one semester
* Students enhance their project management skills by developing and implementing a project plan for the consulting project that includes several work streams and deadlines
* Students train their interview skills by preparing and conducting an intake interview with an SME
* Students train their research, writing, and presentation skills by documenting and presenting the findings of the consulting project
* Students train their team work skills by working on a group assignment and using tools for (online) team collaboration
* Students increase/establish their network to other students and companies
* Students train their reflection skills by writing their case study

# Course Requirements:

This course requires active participation in class and active collaboration in groups. I expect students to take group work and self-study as well as collaboration with companies serious, e.g. show up and prepare for meetings and events with companies.

Students will work on a number of assignments throughout the semester which are related to the consulting project. Student teams need to hand in all assignments in order to pass this course.

# Assessment Method:

Assessment is based on three components:

1. **Project Pitch:** Each student will present its consulting project and core findings in a 5-minute project pitch at a public multiplier event. The multiplier event will take place on **xxx** at xxx.  Project Pitch = **xxx% of final grade**
2. **Consulting Report or Presentation:** Each student team will prepare a consulting report or comprehensive presentation for the company that documents the consulting project and the team’s findings. Students will hand over the consulting report or presentation to the company and the lecturer at the multiplier event on **xxxx**.  Consulting Report/Presentation = **xxx% of final grade** *(Comment: you could use the company as a co-evaluator of the report)*
3. **Teaching Case** **Study:** Each student team will write a teaching case study which is based on the consulting project. The teaching case includes a description of the company case, a teaching note, and references. Instructions on how to write a teaching case study and an assessment scheme will be provided beforehand. The deadline for handing in the teaching cases is **xxxx**. **Xxx**% of final grade.

Comment: Y*ou could use the company as a co-evaluator of the report. Furthermore, you have to decide if the case study is part of this course, or in case the workload is too much, it could be also part of an additional module (2-3 ECTS).*

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| Session # | Session Content | Method(s) | Learning Objectives of Session | Material | Time (min) | Comments |
| 1st in-class meeting (including 1 hr self-study before the first meeting and 4 hrs self-study in the first week before class 2) | | | | | | |
| 1 | **Introduction to the INTENSE Teaching Approach** | | | | **45 min** | **3 hrs self-study** |
| Warm up: review and discussion on self-assessment | Open discussion | Students feel prepared and remember the knowledge needed for the course  Students see the connection of this course to previously learned content | PPT slide 3  Results of the self-assessment questionnaire | 10  (if you need to review content: plan more time) | Students need to answer the self-assessment questionnaire in advance (1 hr workload)  (provided as Moodle tool) |
| Warm up: going global -discussion of two different approaches to internationalisation | Videos + open discussion | PPT slide 4 + Videos incl. sound | 20 | *You could let the students watch the videos in advance, saves 12 min in-class time* |
| INTENSE Teaching approach | Lecture | PPT slides 5-10 incl. Video slide 6  <https://www.youtube.com/watch?v=ICvoiox07NI&t=2s> | 15 |  |
| 2 | **Course Content and Organisation** | | | | **25** |  |
| Course content and organisation | Lecture | Students are aware of course design and requirements | PPT slides 11-21 | 20 | *You need to adapt the slides to your course design* |
| Introduction to company projects | Present the company projects in short |  | PPT slide 22 +  provide a mechanism of how student teams are formed We recommend an online self-inscription tool | 5 | Self-study: find more information about the company (2 hrs workload) |
| 3 | **Students as Consultants** | | | | **15** |  |
| Review of consulting skills | Lecture | Students understand their role as consultants in this course | PPT slide 24-38 | 15 | *This is a review from C2.3. If you feel your students discuss this intensively, you do not need to include this.* |
| 4 | **Assignment** | | | | **5** | **2 hrs self-study** |
| Prepare interview outline: what do you want to ask your company |  |  | PPT slide 41 | 5 | Deadline before next class  Self-study time for guideline: 2 hrs |
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| 2nd in-class meeting (plus 10,5 hrs self-study in week 2) | | | | | | |
| 1 | **Interview techniques** | | | | **20** | **0,5 hrs self-study** |
| Feedback on Interview guidelines of groups | Before class: online via feedback functions in Moodle  In class: open discussion/general comments | Students are prepared to interview their company effectively |  | 10 | 30 min self-study to finalise interview guidelines |
| Rules of effective interviewing | Lecture | **See slides in C2.3** | 10 |  |
| 2 | **Project Management** | | | | **70** | **10 hrs Self-study** |
| Review on team roles and project team structures | Focus on exercises to develop teams | Students review their project management and team management skills  Students are prepared to manage their term project effectively | **See slides in C2.1 session 3 and 4** | 30 |  |
| Review on Project management tools | Lecture | **See slides in C2.1** | 35 |  |
| Assignment 2: Project management plan  Deadline: Before next class | Introduction to assignment | See assignment sheet | 5 | Feedback should be given by the lecturer online via Moodle.  Self-study time for students: 10 hrs |
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| 3rd in-class meeting (plus 8 hrs self-study time) | | | | | | |
|  | Kick-off with companies | Companies present themselves and their task shortly  Students have time to ask and get answers to their questions | Student know their company and contact point  Students understand their task for the project | Organise a room + setting | 90 | Self-study: after meeting with the company, student teams adapt their project plans and finalise planning their scheduling and work (3 hrs workload)  Self-study time to work on consulting projects: 5 hrs |
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| 4th in-class meeting (plus approx. 8 hrs self-study time) | | | | | | |
|  | Review of project management plans of teams |  | Students are well-prepared to apply theoretical models and tools related to internationalisation by conducting in-depth research for SMEs |  | 20 |  |
| Review on project related theoretical concepts of internationalisation |  | Topics: on-demand of student teams, based on their project needs  Refer to C1 for input slides if needed | 60 | Self-study time to work on consulting projects: 3 hrs |
| Collaboration with partner teams | Instructions for cooperation:   * *Finalise the questions related to your company assignment for your international partner team* * *Upload/send your questions for your international partner team* ***within the next 2 weeks*** * *Schedule a Skype meeting with the international partner team that supports you with your consulting project* ***within the next 2 weeks****. Share your questions with your partner team* * *Schedule a Skype meeting with the international partner team that you will support* ***within the next 2 weeks*** | | Connect student teams to their counter teams | 10 | Workload for preparing questions, schedule + hold Skype with both teams: 5 hrs |
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| 5th in-class meeting (plus approx. 8 hrs self-study time) | | | | | | |
|  | Individual coaching sessions | Meeting with student teams. Ask for:   * Current challenges * How team work is going * Status of project compared to original time plan | Students gain practical consulting experience in the field of SME internationalisation by working together with local SME throughout one semester | Approx. 30 min per team  + send assignment via mail /Moodle  Assignment:  *Prepare a preliminary version of your mid-term presentation (deadline before next class)* | 90 | Workload assignment: 3 hrs  Self-study time to work on consulting project: 5 hrs  *Comment: if your students are not doing well on their consultancy role, you could do the consultancy role play here from C2.3* |
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| 6th in-class meeting (plus approx. 8 hrs self-study time) | | | | | | |
|  | Individual coaching sessions | Meeting with student teams  Reflect and review mid-term presentation in detail | Students gain practical consulting experience in the field of SME internationalisation by working together with local SME throughout one semester | Approx. 30 min per team + send assignment via mail /Moodle  Assignment:  *schedule your mid-term presentation with your company* | 90 | Workload:  - scheduling of mid-term presentation: 1 hr  - finalising presentation 2 hrs  Self-study time to work on consulting project: 5 hrs |
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| 7th in-class meeting (plus approx. 8 hrs self-study time) | | | | | | |
|  | Mid-term presentation at the companies | Students present at companies  No grading | Students train their presentation skills by presenting the preliminary findings of the consulting project  Students increase/establish their network to other students and companies |  | 90 | Self-study time to work on consulting project and adapt according to agreements in mid-term presentation: 8 hrs |
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| 8th in-class meeting (plus approx. 8 hrs self-study time) | | | | | | |
|  | Review and feedback from mid-term presentations | Open discussion  Draw lessons-learned | Students enhance their project management skills by developing and implementing a project plan for the consulting project that includes several work streams and deadlines |  | 30 | Workload:  Research for partner team: 3 hrs  Self-study time to work on consulting project: 5 hrs |
|  | Teamwork session on questions of co-teams | Work sessions in groups to do research on the questions of the international partner team that you are supporting | *Assignment: Finalise the research for the international partner team that you are supporting within next week* | 60 |
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| 9th meeting 🡪 International student week (C3.2) If not possible, do input on case writing (C3.3) (plus approx. 5 hrs self-study time) | | | | | | |
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| 10th in-class meeting (plus approx. 8 hrs self-study time) | | | | | | |
|  | Student-student coaching session | Active Plenum: 2 students per team present one current challenge in their projects; rest of class develops solution with them Lecturer is in the back and only steps in if needed | Students gain practical consulting experience in the field of SME internationalisation by working together with local SME throughout one semester |  | 90 | Self-study time to work on consulting project: 5 hrs  Workload for inter-team collaborations 3 hrs |
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| 11th in-class meeting (plus approx. 8 hrs self-study time) | | | | | | |
|  | Research skills: consulting report/presentation | Input | Students train their research, writing, and presentation skills by documenting and presenting the findings of the consulting project | Select material from C2.3 and C2.4 on-demand by student needs  + Guidelines for consulting report  ***Assignment: Prepare draft of consulting report Deadline before session 13*** | 40 | Self-study time to work on consulting project: 4 hrs  Workload for consulting report draft 4 hrs |
| Business etiquette & graduate employability | Input | Select material from C2.2 on-demand by student needs | 30 |  |
| Feedback on inter-team collaborations | Group discussions (challenges?) | Students train their team work skills by working on a group assignment and using tools for (online) team collaboration |  | 20 |  |
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| 12th meeting (e-learning) (approx. 8 hrs self-study time) | | | | | | |
|  | E-Learning: How to pitch your project? | E-Learning material: <https://hbr.org/2003/09/how-to-pitch-a-brilliant-idea>  And an example pitch: <https://www.youtube.com/watch?v=ni0hVJlOrlk> | Students train their research, writing, and presentation skills by documenting and presenting the findings of the consulting project | Assignment: *Prepare your project pitch*  *Deadline: next class* |  | Self-study time to work on consulting project: 4 hrs  Workload for preparing pitch 3 hrs |
|  | Online Q&A session for questions on projects |  |  |  |  |  |
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| 13th in-class meeting (approx. 8 hrs self-study time) | | | | | | |
|  | Test run of project pitches and feedback on pitches | Students pitch in class  Lecture provides intensive feedback | Students train their research, writing, and presentation skills by documenting and presenting the findings of the consulting project |  | 60 | Self-study time to work on consulting project: 5 hrs  Workload for finalising pitch 1 hr  Workload for writing case study 2 hrs |
|  | Short individual team coaching session |  |  | 30 |  |
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| 14th in-class session (approx. 8 hrs self-study time) | | | | | | |
|  | Team coaching session + feedback on consulting reports | Meeting with student teams  Reflect and review mid-term presentation in detail | Students gain practical consulting experience in the field of SME internationalisation by working together with local SME throughout one semester | Approx. 30 min per team | 90 | Workload for finalising consulting report 5 hrs  Workload for writing case study 3 hrs |
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| 15th in-class session – final event at multiplier institution | | | | | | |
|  | Pitch competition & handing over consulting reports/presentations | Organise event at multiplier institution (e.g. business organisation); invite companies + future potential companies | Students increase/establish their network to other students and companies |  |  |  |
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