

IM559 Business Consulting

Fall 2017

Instructor: Dr. Jung, Jaemin (netttong@kaist.ac.kr)

Teaching Assistant: To be assigned

Overview

This course, along with IM901 (Business Consulting Field Training), is to provide students to apply their knowledge acquired through their course work. Students will work as a team and will be challenged to analyze real-life cases. The goal is to offer a solution and/or suggest options to improve the business situation.

Students will form a team and:

- (1) Get assigned to one company (or a unit in a company)
- (2) Analyze the characteristics, competition, trend & changes in business environment of the industry
- (3) Analyze the issues/problems the company/unit is facing
- (4) Summarize what issues and problems the company/unit is facing, and offer a solution, which will be presented in class for course credit.

Process

Unlike typical in-class lectures, the main part of this course is group work. Students are expected to learn through consulting real companies that have real issues that are yet to be solved.

Students will form a 3-4 people group (8 teams) to work throughout the semester. Each professor of KSIM will be assigned a group to supervise. Each group will be assigned to a company (or a unit of a company) to carry out their consulting activity.

At the end of the semester, each group will present their findings to the client company in Korean or in English (depending on the client's request) and in class in Korean.

Grading

Individual report:

- It is required to submit one-page written report after attending the guest lecture every time (10 lectures during the semester).

Group presentation:

- Peer evaluation within team members (Participation/ Contribution)
- Peer evaluation on other teams' final presentation
- Professors' evaluation on the final presentation
- Client company's evaluation on the whole process and outcome

Time table

Week 1. Aug. 30 (Wed)

- Course introduction

Week 2. Sept. 6 (Wed)

- Guest Lecture 1

Week 3. Sept. 13 (Wed) 4:00~7:00

- Guest Lecture 2

Week 4. Sept. 20 (Thurs) 4:30~6:00

- Guest Lecture 3

Week 5. Sep. 27 (Wed) 4:30~6:00

- Guest Lecture 4

Week 6. Oct. 4 (Wed) 4:30~6:00

Thanksgiving (No class)

Week 7. Oct 11. (Wed) 4:30~6:00

- Guest Lecture 5

Week 8. Oct 18 (Wed) 4:30~6:00

- **Mid-term Presentation (10 minute presentation)**
- **On-going status**

Week 9. Oct. 25 (Wed) 4:30~6:00

- Guest Lecture 6

Week 10. Nov 1. (Wed) 4:30~6:00

- Guest Lecture 7

Week 11. Nov 8. (Wed) 4:30~6:00

- Guest Lecture 8

Week 12. Nov 15. (Wed) 4:30~6:00

- Guest Lecture 9

Week 13. Nov 22. (Wed)

- Guest Lecture 10

Week 14. Nov 29. (Wed)

- Team work for final presentation

Final Presentation

- **Dec 8. (Fri) 1:00 pm – 6:00 pm**
- **30 minute including Q&A**
- **Dinner after presentation**