

COURSE INFORMATION

Course title:	Management Consulting & Corporate Decision Support		
Course code:	BASM523	Credits:	1.5
Session, term, period:	2020W1, Period 6	Class location:	Virtual
Section(s):	001	Class times:	Monday 6:00 to 9:30 pm
Course duration:	Sept 8 to Oct 5, 2020 (No class Monday Sept 7; Make-up class on Tue Sept 8 6 to 9:30 pm)	Pre-requisites:	BASM501 and either BAFI500 or BAFI580
Division:	Strategy & Business Economics	Co-requisites:	N/A
Program:	Full-Time MBA		

INSTRUCTOR INFORMATION

Instructor:	Philippe Arrata	Office location:	N/A
Phone:	778 987-7643	Office hours:	By appointment before or after class
Email:	arrata@gmail.com		

COURSE DESCRIPTION

The purpose of this course is to prepare students for entry into management consulting or a similar corporate role (e.g., business development, corporate decision support). This course will require students to use the knowledge and tools acquired in the MBA program and apply them in a variety of business cases. The course is entirely case based. Students are expected to read and prepare two cases a week. Teams will be asked to present case analyses, share their thoughts and opinions. It is critical to be well prepared for class.

COURSE FORMAT

We will use Zoom to have our classes during the scheduled class times.

This course will be based on cases. All classes start with a general business discussion. First half of the class will be the discussion of a case where groups will present their work in different formats. After the class break we will discuss a topic relevant to management consulting. The final part of the class will be a review and workshop of the second case prepared for the week.

As this term the class will be offered virtually, there may be changes in the approach throughout the term.

LEARNING OBJECTIVES

Upon completion of this course students should be comfortable with:

- Diagnosing a business program
- Using a structure to develop hypotheses on potential solutions
- Conducting analyses to prove or disprove the hypothesis

- Communicating findings and recommendations in an effective manner

ASSESSMENTS

Summary

<u>Component</u>	<u>Weight</u>
Case write-ups:	
Cases 1-4: 5% each (20% in total)	20%
Cases 5-8: 10 % each (40% in total)	40%
Class participation	15%
Peer assessment	10%
Case Summary Letter	<u>15%</u>
Total	<u>100%</u>

Final grades are not open for discussion and are not negotiable

Details of Assessments

Group Assignments

Students will need to form groups of 6 people. The reason for the group nature of this class is multifaceted – consulting is done in groups (the majority of the time); problem solving is best conducted through debate, discussion, and knowledge sharing; and there is a need to balance the workload between team members. Recommendation is to split your team in two with each sub-group taking the lead on one of the cases. Based on student feedback, one can expect to spend anywhere from 5 to 12 hours/week on your primary case and 2-4 hours/week on the secondary case. The range is wide as it depends on the case, the team’s effectiveness, working approach and desire for a high grade.

Case assignments are to be emailed in by each group (one PowerPoint presentation per group) at the prior to the class start.

At the end of the course, you will be asked to give each of your group members a grade on their performance within your group. **Failure to submit a peer assessment forms on time will result in a 0% score in your peer assessment.**

I strongly suggest that in your first group meeting you have a “team learning session” to discuss:

- Personal expectations from this course
- Expectations of one another’s performance and behaviors
- Working style and approach

You are to score your team members from 0-10 on the assessment form.

Please note **peer assessments and class participation scores are confidential** (if I gave you one score you could calculate the other). I will not share peer assessment information and you have no responsibility to share that information with your group members.

Case write-ups

Each group must submit case write-ups at the beginning of class. ALL CASES need to have a write-up and all cases are graded. Case write-ups should take the form of a **PowerPoint presentation**. You should take the perspective of an external consultant to the case decision maker(s) such as the CEO, CFO or Board of Directors. Your case solutions are recommendations concerning the appropriate course of action. Case write-ups should take the following form:

- One-page executive summary stating your understanding of the situation; the problem(s) the company faces; any key assumptions; and the recommended course of action
- Slides that support your understanding of the situation and recommendation
- Appendix with any backup spreadsheet or key analyses

Case write-ups are limited to 10 slides and non-more than 3 slides in the Appendix (e.g., supporting spreadsheets or analysis). Do not go below a 10 point font in your document. The presentation needs to be visible to all the students in the room. This requires some thought in formatting and sizing of your slides.

Like any business consulting situation, there is no “right answer” but some answers are certainly better than others! Case write-ups will be graded based on the quality of the executive summary (sharp, clear, with fact-based recommendations) and the analysis and facts supporting the executive summary. In order to score well on cases, I will be looking for insights, high-quality analyses, and a few “aha moments”. Original analyses, new perspectives, and out of the box thinking will clearly stand out. Do not be afraid to take some risk and be creative in your thinking! Avoid the old consulting joke – he took my watch and told me the time (i.e., just regurgitating the facts).

External research is not required or expected for preparing cases. You may look up general information to better understand the case; for example population of a country, or understanding industry terminology. However, building the fact base beyond what is provided in the case is not expected.

Class participation

Class participation grades will be based on the quality and quantity of in-class participation. Discussions before or after class do not count. Obviously, if you are not in class you cannot participate.

In every class groups will be asked to present their case write-ups. These presentations influence but are a small subset of your overall class participation score.

My general guideline for class participation grades are:

Not engaged: 0-5

Only spoke in group presentations: 5-10

Sometimes participated in an insightful manner: 8-12

Regularly participated in an insightful manner: 10-14

Consistently participated in an insightful manner: 12-15

Case summary letter

In addition to participating in class, you will also be graded on a three-page case summary as your final **individual** assignment. You can include 3 backup slides/exhibits. This letter is an opportunity to provide your own perspective on a case. It is also the only individual assignment during the term.

Please ensure the case summary letter is original and brings in new insights to the case.

Grading for the case summary letters is done relative to your classmates. That is, after reading all the letters I rank the submissions based on clarity, level of insight, creativity and originality.

LEARNING MATERIALS

Required: *Case Package*

Technology Requirements: *Laptop*

Activity Fees: *N/A*

COURSE-SPECIFIC POLICIES AND RESOURCES

Missed or late assignments, and regrading of assessments

Late submissions will not be accepted and will receive a grade of zero.

Academic Concessions

If extenuating circumstances arise, please contact the RHL Graduate School program office as early as reasonably possible, and submit an [Academic Concession Request & Declaration Form](https://webforms.sauder.ubc.ca/academic-concession-rhlee) <https://webforms.sauder.ubc.ca/academic-concession-rhlee>. If an academic concession is granted during the course, the student will be provided options by RHL, or by the instructor in consultation with RHL, per [UBC's policy on Academic Concession](#).

Other Course Policies and Resources

- *N/A*

POLICIES APPLICABLE TO COURSES IN THE ROBERT H. LEE GRADUATE SCHOOL

Attendance

Excepting extenuating circumstances, students are expected to attend 100% of their scheduled class hours. Absent students limit their own academic potential, and that of their classmates, and cause unnecessary disruption to the learning environment. Students missing more than 20% of the total scheduled class hours for a course (including classes held during the add/drop period) without having received an academic concession will be withdrawn from that course. Withdrawals, depending on timing, could result in a "W" or an "F" standing on the transcript.

Punctuality

Students are expected to arrive for classes and activities on time and fully prepared to engage. Late arrivals may be refused entry at the discretion of the instructor or activity lead. Students arriving later than halfway through a scheduled class will be treated as absent for that class.

Electronic Devices

During online lectures, students are not permitted to use any electronic devices other than the primary one used for attending the online lecture (e.g. laptop or desktop). Only Zoom should be open during the online lecture unless an instructor advises the use of another for an in-class activity. Feedback from students indicates that personal devices is the number one distraction from effective learning and participation in the online learning environment.

Citation Style

Please use the American Psychological Association (APA) reference style to cite your sources.

Details of the above policies and other RHL Policies are available at:

<http://www.calendar.ubc.ca/vancouver/index.cfm?tree=12,199,506,1625>

UNIVERSITY POLICIES AND RESOURCES

UBC provides resources to support student learning and to maintain healthy lifestyles but recognizes that sometimes crises arise and so there are additional resources to access including those for survivors of sexual violence. UBC values respect for the person and ideas of all members of the academic

community. Harassment and discrimination are not tolerated nor is suppression of academic freedom. UBC provides appropriate accommodation for students with disabilities and for religious observances. UBC values academic honesty and students are expected to acknowledge the ideas generated by others and to uphold the highest academic standards in all of their actions. Details of the policies and how to access support are available on the UBC Senate website at <https://senate.ubc.ca/policies-resources-support-student-success>.

Academic Integrity

The academic enterprise is founded on honesty, civility, and integrity. As members of this enterprise, all students are expected to know, understand, and follow the codes of conduct regarding academic integrity. At the most basic level, this means submitting only original work done by you and acknowledging all sources of information or ideas and attributing them to others as required. This also means you should not cheat, copy, or mislead others about what is your work. Violations of academic integrity (i.e., misconduct) lead to the breakdown of the academic enterprise, and therefore serious consequences arise and harsh sanctions are imposed. For example, incidences of plagiarism or cheating may result in a mark of zero on the assignment or exam and more serious consequences may apply if the matter is referred to the President's Advisory Committee on Student Discipline. Careful records are kept in order to monitor and prevent recurrences.

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ACKNOWLEDGEMENT

UBC's Point Grey Campus is located on the traditional, ancestral, and unceded territory of the xwməθkwəyəm (Musqueam) people, who for millennia have passed on their culture, history, and traditions from one generation to the next on this site.

COURSE SCHEDULE
(Subject to change)

Class#	CLASS TOPICS	ACTIVITIES	WHAT'S DUE / REQUIRED READING
CLASS 1			
Part 1	Introductions & Course overview	<ol style="list-style-type: none"> 1. Review of course syllabus 2. Any questions related to the class 	
Part 2	Overview of the consulting industry	Be prepared with questions: <ol style="list-style-type: none"> 1. Key Success Factors to enter management consulting 2. Industry understanding– economics, market positions, strategies of different firms 3. Career questions – progression, lifestyle, income? 	
Part 3	Case Example: El-Cerito: Driving Growth	<ol style="list-style-type: none"> 1. Should Michael Belden redo his plan? Why or why not? What would you do in his situation? 2. What strategies would you employ to accelerate growth to meet Sara Jansen's expectations? 	Read El-Cerito Case and reflect on the discussion questions
CLASS 2			
Part 1	Best Buy (Case 1)	What is omni-channel retailing? How should Best Buy Canada think about delivering outstanding customer experience in an e-commerce world? <ol style="list-style-type: none"> 1. When analyzing Best Buy from a consumer perspective, what are its strengths and weaknesses? 2. What infrastructure is required to deliver the required multi-channel experience? 3. How does a company like Best Buy differentiate from Amazon? Case write-up should address the above questions. You can look up more information regarding Best Buy or the Consumer Electronics industry.	Read: Articles included in Case Package Case write-up
Part 2	Presentation /Discussion topics	<ol style="list-style-type: none"> 1. Use Clayton case to discuss forecasting methodologies 2. Discuss elements of an effective slides Discussion: Reading an Annual Report	How To Efficiently Read An Annual Report http://www.investopedia.com/articles/basics/10/efficiently-read-annual-report.asp How to Listen to Earnings Conference Calls By Scott Rothbort https://www.thestreet.com/story/10353956/1/how-to-listen-to-an-earnings-call.html

Part 3	Clayton Industries (Case 2)	<ol style="list-style-type: none"> Evaluate Peter Arnell's first two months as general manager of Clayton SpA. What are the main challenges he faces? How is he dealing with them? Review the three possible courses of action on the last page of the case. As Arnell's advisor, which would you suggest he recommends to Briggs and Buis? What problems and constraints limit your recommendations? How would you deal with those issues? Do you believe that Arnell is the best choice as country manager for Clayton SpA? Assignment hint: Questions 1 & 2 must be part of your case write-up. 	Case write-up
CLASS 3	Guest Lecturer	Ravi Bhosale	
Part 1	AirWave Communication (Case 3)	<ol style="list-style-type: none"> What areas should the business focus on in order to drive incremental cost savings over the upcoming 5 years? What are your recommendations? What was the methodology to identify areas of opportunity? Based on your analysis, can you highlight areas of greatest risk to your Opex and Revenue Projections? 	Case write-up
Part 2	Guest Speaker	Post MBA journey <ul style="list-style-type: none"> Career pathing Job transitions internally and between companies Lessons learned 	
Part 3	Zipcar (Case 4)	<ol style="list-style-type: none"> Evaluate this potential venture and the progress made thus far. What is the business model and how has it changed thus far? What does the data from actual operations in September indicate about how the business model is playing out? Do the results give you comfort or concern? What actions should be taken based on the results to date? Assignment Hint: Pretend that you are Chase and you are presenting to potential investors.	Case write-up
CLASS 4	Guest Speaker	Arash Kojouri	
Part 1	Full Psycle (Case 5)	<ol style="list-style-type: none"> What are the reasons for Full Psycle's success? What is Harmeling's existing approach to expansion? What are the benefits and downsides? If your team represented Hameling, which expansion approach would you recommend? What is the second best option? Assignment hint: Focus on question 3 with a clear rationale.	Case write-up
Part 2	Guest Speaker	Making the transition from the classroom to the Boardroom	

		<ul style="list-style-type: none"> • Corporate Strategy • Finance vs. Operations • Education beyond your MBA (CFA, CPA) 	
Part 3	Birks: The Sparkle of a Cherished Brand (Case 6)	<ol style="list-style-type: none"> 1. What are key success factors in jewelry retailing? 2. Think about Birks' heritage. What is the 'DNA' of the Birks brand? Does Birks' DNA help it succeed going forward? 3. How should Birks position itself for future growth? What are some short- and long-term growth initiatives they can pursue? 4. What are ways Birks can increase bottom-line profitability and ensure continued financial health? 	Case write-up
CLASS 5			
Part 1	Hansson Private Label (Case 7)	<ol style="list-style-type: none"> 1. How would you describe HPL and its position within the private label personal care industry? 2. Using the assumptions from the Executive VP of Manufacturing, Robert Gates, estimate the projects FCF. Are the projections realistic? What assumptions would you debate? What do you believe to be a more realistic forecast? 3. Using CFO Sheila Dowling's projected WACC schedule, what discount rate would you choose? What flaws, if any, are inherent in using WACC as the discount rate? 4. Estimate the project's NPV. Would you recommend that Tucker Hansson proceed with this investment? <p>Assignment hint: Make sure you answer questions 2 and 4 in quantitative manner and include in your write-up.</p>	Case write-up
Part 2	Presentation	<ol style="list-style-type: none"> 1. Consulting interview tips 2. Inductive and Deductive presentation approach <p>Discussion Topic: Career Planning</p>	<p>Charting Your Motivational Map: How to Find Your Ideal Career by Douglas B. Richardson, Certified Master Coach http://www.careercast.com/career-news/charting-your-motivational-map-how-find-your-ideal-career</p> <p>Charting a Five-Year Career Plan is Pointless by Ellyn Shook http://fortune.com/2016/05/16/careers-women/</p>
Part 1	Dollarama (Case 8)	<ol style="list-style-type: none"> 1. How is Dollarama differentiated as a retailer? Reflect on sourcing, merchandising, and pricing. 	Case write-up

		<p>2. Reflect on the unit economics on new stores 3. Based on your new store analysis, do you believe the company is overvalued or undervalued? Consider a simple DCF analysis vs. a ratio analysis. Assignment hint: The above 3 questions should be part of your case write-up</p>	
<p>FINAL ASSIGNMENT</p>	<p>Cadbury Schweppes (A&B)</p>	<p>Please submit a three-page letter (with up to 3 backup exhibits) addressed to the Board of Directors of Cadbury Schweppes commenting on:</p> <ol style="list-style-type: none"> 1. Would you recommend a bid of more than \$4 billion for Adams? Why or why not? 2. What are is your strategic and financial rationale for pursuing Adams or not bidding on the company? 3. Writing summary letters is a key element of consulting. You need to be able to respectfully communicate to your client areas of strength and opportunities. Be sure to use facts and be insightful. 	<p>Individual Case Write-up AND Peer Assessment DUE: <u>October 14, 2020 @9AM PST</u></p>

OTHER INFORMATION: PEER ASSESSMENT FORM

Your name: _____

Please complete the table below. **Please provide each team member a score between 0 and 10 for each assessment criteria. Do not rate yourself.**

Team member name:	Score Based on professionalism, work effort and overall contribution	Comments/Rationale for score