INTRODUCTION

To begin with, we will have a comprehensive understanding of what consulting is, and more specifically what hospitality consulting is, in which fields is really useful, when is needed and advisable to look for an external advice, and the many approaches of consulting existing.

AIMS

To have a clear scope of this exciting and richful sub-activity inside the hotel and hospitality business.
To learn how to organize a consulting Project
To acquire and demonstrate competencies necessary to exercise the consulting activity.

METHODOLOGY

Through different methodologies (case studies, examples, best practices) we will see the possibilities of acting in the hospitality sector from the perspective of the specialized consultant, giving the students another option either to be involved professionally as a career alternative or to understand the needs of the industry of such services and its implications.

We will revise real cases and consulting jobs, as well as classroom exercises and group exercises to be delivered.

EVALUATION

Apart from the attitude and interest showed by the pupils, individual exercises and final group exercise will be taking into account for final evaluation according to this Schedule:

Individual participation: 25%
Individual case exam: 40%
Group exam: 35%

Must pass individual exam in order to pass the subject

BIBLIOGRAPHY

- Writing Winning Business Proposals: Your Guide to Landing the Client, Making the Sale and Persuading the Boss,
  - Richard C. Freed (Author), Joe Romano (Author).
- The Consulting Bible: Everything You Need to Know to Create and Expand a Seven-Figure Consulting Practice
  - Alan Weiss (Author)