



REAL CASE PROJECT	
Name course:	Real Case Project
Period:	International Business Consultancy (Y4:13/14)
Cluster within IBC program:	Applied Case Study
Study load:	4 ECTS/ 112 hours
Lecturer:	Erik Ketelaar Bas Könemann Bart van der Zanden

Content course	
Course description	This project will attempt to challenge you to a level where you will be expected to perform proficiently and competently in consultancy practice. The project will do this by unleashing you on a real world organisation. In this real case project you will work for a real company on a current case. The company expect you to contribute and create value from the perspective of a business consultant.



Core competences and learning objectives	
<p>Applied Research Strategic Management Problem recognition Diagnosing Designing Changing Evaluating</p>	<p>The student is able to:</p> <ul style="list-style-type: none"> <li>▪ Identify the key problems in a real case study.</li> <li>▪ Recognize the links between the key problem and zoom in on the essence of the project.</li> <li>▪ Design and provide a solution to the research question/problem statement from your diagnosis.</li> <li>▪ Develop a comprehensive and focused approach in order to support the implementation of the solution.</li> <li>▪ Gain the essential information for your research.</li> <li>▪ Provide the results of the research in such a way that it provides possible solutions to the problem the client has.</li> <li>▪ Switch and make connections between different disciplines and stakeholders to achieve a possible solution.</li> <li>▪ Start and hold a professional relationship with your stakeholder(s).</li> <li>▪ Convince the client of your solutions.</li> </ul>

<b>General course information</b>	
Required previous knowledge	Since you will be consulting a real company on a current case, an experienced level of business knowledge and skills is required.
Recommended literature	Depending on the real case and the most relevant content: see literature other courses in relation tot his course.
Way of working	Depending on the real case/ the company that is your client you will have a few contact moments with the company and work at Fontys University the other weeks, or you will work half a day a week within your clients office. You will work on the real case within a small group of students (2/3 people). A Fontys lecturer will provide you guidance as a project coach.
Exam	The exam consists our of an advice fort he case of your client (75%) and an oral presentation (25%) in which you have to convince your client about the solution you are proposing.
Caesura	A final score of 5,5 or higher leads to passing the course and receiving the related 4 ECTS.
Retake exam	The retake of the exam is scheduled at the end of the semester. This is usually two or three weeks after the first exam.

