Materials for the Management Consulting written test

The exam is based on a written test. The written test will last 1 hour and 45 minutes, and it is made of 4 open questions, namely:
- *two questions on Part I – Management Consulting fundamentals*
- *two questions on Part II – New methodologies and approaches used in Digital Consulting Projects.*

PART I: **Management Consulting fundamentals**
Topics:
- Overview on management consultancy
- Management of a consulting project
- Problem diagnosis and solution development
- Communication and implementation
- Management of the consulting firm
- Management consulting and the digital transformation challenge

Materials for the exam:
- Course textbook slides
- Baaij, M.G., An introduction to Management Consultancy, Sage, 2014. In particular:
  - The management of consultancy projects (chapters 10, 11, 12, 13, 14 and 15)
  - The management of consultancy firm (chapters 7, 8 and 9)

PART II: **New methodologies and approaches used in digital consulting projects**
Topics:
- Overview on how consulting companies are driving digital transformation projects
- Agile methodology: main steps and tools
- Design Thinking methodology: main steps and tools
- Customer Journey: main steps and tools
- Applications examples

Materials for the exam:
- One article as overall framework for digital disruption
- Slides from the consulting companies plus theoretical overview of Design Thinking
- One article for each methodology
- The Agile Manifesto: https://agilemanifesto.org/principles.html
- A white paper on Agile Scaled (only pages 2 to 11)