

Course Description – Curriculum 2018

Subject: BA321 Consulting Practices using Case Study

Credits: 3

Prerequisite: Third – year student status

Description: An application of business concept. Business Model and Revenue Model. Consulting framework development. Case cracking. Competitive advantage analysis. Situational analysis and Competitive landscape. Business problems identification. Future challenges of the business. Integration of multidisciplinary business area including Finance, Marketing, Accounting, Organization Management, Human Resource Management, etc. Formulation of recommendation. Financial Model. Business professional skills including presentation, time management, teamwork, leadership, etc.