OB 6372 - The Business of Consulting

OB 6372 The Business of Consulting (3 semester credit hours) Executive Education Course. This course explores the challenges of building a successful consulting practice and being an effective organizational consultant. Topics include creating a value proposition, building a brand, setting a strategy, and implementing an operating model for a consulting practice as well as consulting competencies, ethical guidelines, and professional development strategies for consultants. This course is offered in an online format only. (3-0) Y