

Subject Name	Consultancy Project
Subject Code	HTM598
No. of Credits	3 Credits
Total Contact Hours	39 Hours
Prerequisite	Research Methods or equivalent

Subject Description:

The purpose of this subject is to provide students with the knowledge and skills to prepare, develop and present a consultancy project report for a client. The subject introduces students to the world of consulting. Initially, it will provide basic knowledge on the nature and characteristics of consulting, and the skills required to be an effective consultant. The consulting process and some practical issues in consulting especially in the tourism and hospitality context will be addressed. Students are exposed to the technical aspects of consulting and will be required to undertake a consulting project for a client.

Intended Learning Outcomes:

Upon completion of the subject, students will be able to:

1. Describe, apply and evaluate the concepts and tools used in consulting.
2. Discuss and evaluate the dynamic, interactive and complex nature of consulting.
3. Identify, apply and evaluate the stages of the consulting process.
4. Assess and evaluate the problems, impacts and issues of tourism and hospitality development.
5. Synthesize and integrate relevant information in the preparation of a consultancy project report.
6. Perform an analysis of a tourism or hospitality problem or issue.
7. Examine and apply the appropriate measures used to manage tourism and hospitality.
8. Prepare a project consultancy project report.
9. Effectively communicate and present their analysis, findings, plans or recommendations to different stake-holders.

Assessment Weighting:

Continuous Assessment 100%

Indicative Content:

- Introduction
- Consulting and consultants
- Use and selection of consultants
- The consultancy process
- Preparing a project proposal
- Developing a project strategy
- Preparing the feedback and assessment report
- Presentation of consultancy findings and the final report