

中国社会科学院大学 管理咨询实务 课程大纲

课程基本信息 (Course Information)					
课程编号 (Course ID)	102133022065	学时 (Credit Hours)	32	学分 (Credits)	2
课程名称 (Course Name)	管理咨询实务				
	Management Consulting Practice				
先修课程 (Prerequisite Courses)	《社会调查研究方法》、《管理学原理》或《经济学原理》				
课程简介 (Description)	<p>本课程是面向经济学、管理学、政治学、社会学专业高年级本科生的专业选修课，将以马克思主义为指导，向学生提供管理咨询的基础知识、分析方法、调研技术，着重就企业经营过程中发展战略、治理结构、人力资源、财务规划、组织架构、市场营销等方面存在的问题进行调查研究和形成具有可行性的解决方案的一类业务进行介绍，并在教学中积极探索中国特色管理学的学科体系、学术体系、话语体系。课程以国际国内知名咨询公司的业务实践作为讲授内容，既包括管理咨询前沿方法、案例与实践，也介绍管理咨询业务实践中的市场开发、项目洽谈、项目规划、调研过程、报告撰写、方案呈现、后期服务等重要的环节，并对从事管理咨询所需具备的各项具体工作进行模拟训练。主要学习任务在于掌握项目运行、团队管理、资料分析、流程塑造等方面的基本方法，着重训练学生识别问题、汇报与写作的能力，对学生有一定的挑战性。本课程的设置和讲授将有利于经济管理大类及社会科学类专业的学生理解管理咨询行业的运作方式，培养学生通过调查研究，解决企业、政府和其他公共部门管理与运行中实际问题的能力。</p>				
课程简介 (Description)	<p>This course is an elective for senior undergraduates majoring in economics, management, political science, and sociology. Guided by Marxism, the course will provide students with the basic knowledge, analysis methods and research techniques of management consulting, delve into the existing problems in development strategy, governance structure, human resources, financial planning, organizational structure, and marketing, introduce the operations that constitute feasible solutions and actively explore the discipline system, academic system, and discourse system with Chinese characteristics in the teaching process.</p> <p>The content taught in the course is based on the business practices of well-known consulting companies in China and abroad, including the cutting-edge methods, cases, and practices of management consulting, as well as market development, project negotiation, project planning, research process, report writing, solution presentation, post-sales service, and other important aspects in business practices. Besides, it also includes training simulations of specific jobs and functions required to be performed in management consulting. The main learning goal is to master the basic methods of project operation, team management, data analysis and process development, with a focus on preparing the students with the ability to identify problems and their reporting and writing skills, which is challenging for students. The course is designed and taught to enable the students majoring in the subjects of economic management and social sciences to better understand the operation of the management consulting sector and nurture their skills to solve practical problems in the management and operation of enterprises, governments and other public sectors through investigation and research.</p>				
教材 (Textbooks)	《商务调研项目管理》扬科维茨著 黄菠译 机械工业出版社 2004年				

参考资料

(Other References)

《金字塔原理》巴巴拉·明托著 汪洱/高愉译 南海出版公司 2019年

《麦肯锡方法》艾森·拉塞尔著 赵睿/岳永德译 华夏出版社 2001年

《麦肯锡意识》艾森·拉塞尔著 张涛/赵凌译 华夏出版社 2002年