

MAKERERE UNIVERSITY
MAKERERE UNIVERSITY BUSINESS SCHOOL
COURSE OUTLINE

MUBS MISSION: To enable the future of our clients through creation and provision of knowledge.

MUBS VISION: The benchmark for Business and Management Education, Research and Training in the region.

Programme	: Master of Entrepreneurship and Innovation		
Course name	: Business Consultancy		
Course Code	: MEI7201		
Academic Year	: 2025/26		
Year of Study	: Two	Semester	: II

Facilitator: Ernest Abaho | eabaho@mubs.ac.ug | www.abnestconsultancyuganda.com

Time table: Friday 5:30-8:30 PM (Upper Block Room 5)

Course Description

Business consulting is a growing sector of the employment and business industry. There has been no better time to join the consulting industry. This course enables students to gain the skills necessary to develop their own consulting practice and explore the high-potential and in-demand niche(s) into which they can expand. The course prepares students to undertake business analysis and provide expert advice, guidance, and support to organizations that seek to implement change, identify and solve problems, or improve business strategies and operations. Combining their subject matter expertise with these critical skills will enable them to manage the intellectual challenges of a highly successful consultant.

Course Objectives

The main objectives of this course are to expose learners to :

- i. How to formulate a clear-cut description of the problem the client wishes to address.
- ii. How to frame the problem, break it down into sub-problems, and identify interdependencies.
- iii. To analysis of the formulated problem by using an appropriate problem-solving approach
- iv. How to Present and communicate results to the clients
- v. How to Interact with corporate representatives on a professional level
- vi. How to prepare a proposal that persuades a potential client to adopt it
- vii. How consultants use their expertise to win engagements

Learning Outcomes

At the end of the course, the students should be able to:

- i. Formulate a clear-cut description of the problem the client wishes to address

- ii. Frame the problem, break it down into sub-problems, and identify interdependencies
- iii. Analyse the formulated problem by using an appropriate problem-solving approach
- iv. Present and communicate their results to the clients
- v. Interact with corporate representatives on a professional level
- vi. Prepare a proposal that persuades a potential client to adopt it
- vii. Use their expertise to win consultancy bids.
- viii. Design and implement consulting projects with measurable impact
- ix. Apply consulting frameworks across diverse industries.

Mode of assessment

Coursework will carry 40%

Final written examination 60%

Total 100%

Course Content

Topic	Details	Hours	Week No.
Introduction and overview	<ul style="list-style-type: none"> • Understanding the meaning of Business consultancy • Getting an overview of different consulting projects & client types • Consulting Best Practices • Opportunities in business consulting. 	3	1
Origins and Evolution of Consulting	<ul style="list-style-type: none"> • An overview of the industry and different industry dynamics • The Function of consultants and the reasons consultants are actually hired by companies • The role of consultants, Consulting project types 	3	2
Starting a business consultancy in Uganda	<ul style="list-style-type: none"> • Key processes • Required documentation • Business registration <p>Class engagement: Visit PPDA, EGP, URSB, KCCA for information and technical guidance.</p>	6	3&4
Marketing & Selling of Consulting Services	<ul style="list-style-type: none"> • Where to find consultancy opportunities • Methods of client engagement (Solicited- RFPs vs. unsolicited, working through networking) <p>Class engagement: Visit websites, EGP, Newspapers</p>	3	5
Bidding for consultancy opportunities	<ul style="list-style-type: none"> • Understanding public procurement (Requirements, sources and politics) • How to interpret terms of reference 	6	6&7

	<ul style="list-style-type: none"> • Key success and failure factors • How to write consultancy bidding proposals. <p>Class engagement: Students to identify opportunities and respond with bids</p>		
Management of consultancy dynamics	<ul style="list-style-type: none"> • Negotiation management • Client relationship management • Managing timelines • Managing quality 	6	8&9
Leading consultancy teams	<ul style="list-style-type: none"> • Identifying and managing experts • Managing conflict • Managing trade secrets 	3	10
Contracting and implementation	<ul style="list-style-type: none"> • Standard activities in contracting (Writing inception reports, sub-contracting, outsourcing, terms and conditions) • Managing consultancy contract managers <p>Class engagement: Review of sample consultancy contracts and generating lessons learned</p>	3	11
Reporting and exiting consultancy projects	<ul style="list-style-type: none"> • Aligning • Success factors • Managing the sustainability of client relations 	2	12&13
Revision			14

Mode of Delivery

- Lectures
- Blended Learning
- Group discussions and class presentations
- Case studies
- Field Work

Reading List

1. Phillips, P. P. (2023). Building A Successful Consulting Practice (In Action Case Study Series). American Society for Training and Development.
2. How to Start Your Own Cybersecurity Consulting Business- <https://koha.baobab-ebooks.com/cgi-bin/koha/opac-detail.pl?biblionumber=597095>
3. McKinsey Edge: Success Principles from the World's Most Powerful Consulting Firm- <https://koha.baobab-ebooks.com/cgi-bin/koha/opac-detail.pl?biblionumber=192841>
4. Weiss, A. (2016). Million-dollar consulting (p. 400). McGraw-Hill.
5. Chowdhury, R. (2019). Systems thinking for management consultants: Introducing holistic flexibility. Springer Singapore.

6. Chowdhury, R. (2019). Systems thinking for management consultants: Introducing holistic flexibility. Springer Singapore.
7. London, M., & Diamante, T. (2018). Learning interventions for consultants: Building the talent that drives business. American Psychological Association.
8. Professional Business Consultancy-<https://www.jamesakinsmith.co.uk/e-books>

Business Consultancy, MEI 2025/26