

# WM9B5-15 Digital Consultancy

**26/27**

**Department**

WMG

**Level**

Taught Postgraduate Level

**Module leader**

Armaghan Khan

**Credit value**

15

**Module duration**

4 weeks

**Assessment**

100% coursework

**Study locations**

University of Warwick main campus, Coventry Primary

Distance or Online Delivery

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## Description

### Introductory description

This module immerses students in the practice of contemporary consulting through a hands-on, use case-based project. Designed as an intensive, applied experience, it develops the core capabilities required to navigate complex, ambiguous business challenges and deliver actionable recommendations.

Students will learn how to structure problems, generate insights from analysis, identify root causes, and design practical, evidence-based solutions. The module emphasises a modern consulting toolkit, integrating analytical thinking, digital awareness, and the effective use of emerging tools such as AI to support decision-making.

### Module aims

This module seeks to address this demand by preparing participants for the world of contemporary consulting. Accordingly, the module covers a combination of both “hard” (analytical and technical) and “soft” (consulting and communication) skills, including:

Structuring complex and ambiguous problems

Analysing qualitative and quantitative data

Generating clear, evidence-based insights

Identifying root causes of business challenges  
Developing and evaluating solution options  
Designing practical project delivery & scoping plans  
Applying digital tools, including AI, in problem-solving  
Communicating recommendations in a clear, professional format  
Working effectively in teams to deliver projects

To support these activities, students will be exposed to many cutting edge techniques and technologies, at both a conceptual and a practical level. The learning activities will incorporate a mixture of lectures, case studies, seminars, lab work and, in particular, practical simulation sessions. The module will conclude with a capstone project designed to give students first-hand experience managing a digital consultancy project.

## **Outline syllabus**

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

- Introduction to digital consultancy and its relationship to digital business, eBusiness management, and general consultancy practice
- Business analysis principles and techniques
- Systems thinking in organisational and digital contexts
- Requirements gathering, elicitation, and documentation
- Project scoping and consultancy engagement design
- Project management approaches for digital consultancy projects
- Use of digital tools and technologies in consultancy engagement management
- Solution space analysis and digital solution assessment
- Multi-criteria decision analysis for solution evaluation and selection
- Quantitative decision-making techniques, including weighted-sum approaches, optimisation, and analytic hierarchy process
- Solution implementation and change management
- Capstone digital consultancy simulation, including stakeholder engagement, case analysis, and client presentations

## **Learning outcomes**

By the end of the module, students should be able to:

- Develop and present a use-case-appropriate consulting solution, applying structured analysis, insight generation, and evidence-based recommendations.
- Demonstrate the ability to collaborate effectively in teams to deliver a client-focused consulting project, informed by structured problem-solving and reflective practice.
- Critically analyse complex business problems using appropriate consulting frameworks to identify key issues and underlying root causes.
- Develop feasible, contextually appropriate business solutions that leverage digital technologies for effective implementation.
- Apply structured approaches to scoping and planning a consulting engagement.

## Indicative reading list

[Specific reading list for the module](#)

## Interdisciplinary

Incorporates both digital technology and consultancy elements (computing and management)

## International

Topics are of high international demand

## Subject specific skills

Structuring and analysing complex business problems  
Root cause analysis using consulting frameworks  
Data interpretation and insight generation (qualitative and quantitative)  
Designing practical, evidence-based solutions  
Evaluating and selecting appropriate digital technologies to support solutions  
Project scoping, planning, and execution in a consulting context  
Developing professional consulting reports and presentations  
Applying digital tools, including AI, to support analysis and decision-making  
Linking business strategy with operational and technological solutions

## Transferable skills

Effective teamwork and collaboration in multi-disciplinary teams  
Professional client engagement and stakeholder management  
Critical thinking and problem-solving under ambiguity  
Structured communication and executive-level storytelling  
Time management and task prioritisation in project-based work  
Reflective practice and continuous improvement  
Decision-making informed by evidence and practical constraints  
Adaptability and learning agility in dynamic environments

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## Study

### Study time

Type	Required
Lectures	20 sessions of 1 hour (13%)
Total	150 hours

<b>Type</b>	<b>Required</b>
Seminars	10 sessions of 1 hour (7%)
Online learning (independent)	10 sessions of 1 hour (7%)
Private study	50 hours (33%)
Assessment	60 hours (40%)
Total	150 hours

## Private study description

Independent learning activities and resources will be provided via the moodle page.

## Costs

No further costs have been identified for this module.

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## Assessment

You must pass all assessment components to pass the module.

### Assessment group A4

#### Weighting Study time Eligible for self-certification

##### Assessment component

Business Consultancy Project Presentation	30%	18 hours	No
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Presentation to markers. Peer reviewed.

##### Reassessment component

Business Consultancy Project Presentation			No
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Presentation via recorded video.

##### Assessment component

Consultancy Report	70%	42 hours	Yes (extension)
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A business-style report based on a consulting case study.

##### Reassessment component

## **Weighting Study time Eligible for self-certification**

Consultancy Report

No

A business-style report based on a consulting case study.

## **Feedback on assessment**

Verbal feedback for in-module element. Written feedback and annotated scripts for post-module element

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## **Availability**

## **Courses**

This module is Optional for:

- Year 1 of TWMS-H1S4 Postgraduate Taught e-Business Management (Full-time)