

# MANAGEMENT CONSULTING IN THE DIGITAL AGE

*Online intensive training programme  
IV Edition*

**Deadline for application:  
June 5<sup>th</sup>**

*Management Consulting in the Digital Age* intensive training programme supports master level students to be better prepared for a future career in **management consulting**, by providing them with an in-depth exposure to the way leading management consulting firms are developing **digital transformation projects**.

The programme last two weeks with the engagement of **6-8 different consulting companies**, each of them engaged for one week (either the first or the second).

It is promoted by a network of **17 young European universities** and hosts students from more than twelve different universities.

Since 2019 this programme is supported by **Erasmus+ Strategic Partnership**.

## Period

July 6<sup>th</sup> – July 17<sup>th</sup>  
2020

## Online programme

run on  
Open edX & Blackboard

## Granting 3 ECTS

(depending on the approval of  
each university)

# GENERAL INFORMATION

## PARTICIPANTS

### BACKGROUND

The programme is addressed to master level students with different backgrounds, namely:

- 60% from Management and Economics
- 30% from Data Science/Statistics/Informatics
- 10% from other backgrounds (Law, Political Science, Psychology, etc)

### CLASS SIZE

Up to 70 students selected as follows:

- 30 students from the University of Rome Tor Vergata
- 20 students from BUDS project partner universities
- 20 students from other YERUN network universities

### SELECTION CRITERIA

Based on academic background and performance, CV, motivation letter.

## CONSULTING COMPANIES

The programme covers two weeks with the support of 6-8 different consulting companies, each consulting company is engaged just for one week (either the first or the second).

Each consulting company:

- propose a topic and a related business case
- coaches 3-4 groups working on the case across the whole week, also providing them relevant materials
- commits roughly 7 hours (plus the preparation time).

More specifically each consulting company:

- on Monday morning, introduces the business case to the groups they are supervising (roughly 1,5 hours)
- on Wednesday afternoon, meets each group for around 20 minutes to check their progress (group by group)
- on Friday afternoon, listen to the group presentations and interacts with the students (roughly 2 hours)

[An academic tutor will support the group works during the whole week]

Moreover during the week, each consulting company will present to all the summer school participants:

- their profile and their engagement in digital
- a practice-oriented lecture on a relevant topic

## IT COMPANIES

Each IT company company will present to all the summer school participants:

- their profile and their tool/platform
- one or two practice-oriented lectures on a relevant topic, eventually with an interactive exercise or a business case

They might provide students with preparatory online materials before summer school.



# PROGRAMME WEEKLY SCHEDULE

You are required to attend at least 80% of the lectures and to effectively participate to the groupwork ... but, within such boundaries, you will have flexibility in managing the summer school workload!

Time	Monday	Tuesday	Wednesday	Thursday	Friday
9-10:45	Case Briefings	IT company 1 Lecture	Eventual additional IT company1 Lecture or GW	IT company 2 Lecture	Eventual additional IT company2 Lecture or GW
11-12:45	Company A Lecture	Company B Lecture	Company C Lecture	Company D Lecture	GW
14-15:45	GW	GW	GW	GW	GW
16-17:45	GW	GW	Progress Reviews	GW	Group Presentations

## Participants to the activity:

- All students
- Students coached by a given MC Company
- GW: Groupwork with academic supervisors

## Students will attend:

- a «know each other» meeting before the start of the summer school
- a «wrap-up» session to check the progress & the results on Saturday morning

# WHY YOU SHOULD ATTEND....

## ... LEARNING NEW CONTENTS

You will have the opportunity to learn more about Digital Transformation ... as seen from the perspective of those who are driving the process: the management consulting companies and the IT companies.

You will be supported in your learning journey:

- Before the programme, by getting access to introductory materials on Digital Transformation [including a Coursera course from the course portfolio]
- During the programme, by interacting with a dedicated team of consultants (with the support of an academic tutor)
- After the programme, by getting access to additional online course to develop your knowledge of specific IT tools.

If you successfully attend the activities, your learning is certified in terms of:

- the summer school attendance certificate
- 3 ECTS valid for your programme

Plus you will have the opportunity to get for free two Coursera certifications on design thinking and agility [if you complete the specific Coursera course requirements by 30/09/20]

## ... LEARNING NEW METHODS AND TOOLS

The new approach to remote working forced by the present health emergency will remain in the long run. The new “normality” will feature remote/blended remote project development/management to a significant extent!

During the summer school you will experience the collaborative platform leading consulting companies are using to manage their remote team working and get a direct hands-on experience on innovative ways of working you will be confronted with when you will start working.

By interacting with several consulting companies and by developing two project works under their supervision, you will learn their methods and tools as well as you will have the chance to develop an approach and a set of soft skills that will make your profile more “attractive” at your future job interviews.

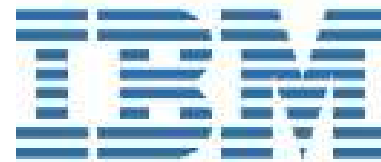
COMPANIES  
INVOLVED IN  
THE PAST  
EDITIONS

 **accenture**

Capgemini 

**Deloitte.**  
**Digital**

 **EFM**



McKinsey & Company

*my*  **invenio**

**NTT DATA**

  
**pwc**

 **REPLY**

 **SAP**

 **sas**

# ABOUT THE BUDS PROJECT

The intensive training programme is developed as training activity within the BUDS (*Building Up Digital Strategists*) project, the strategic partnership co-funded by the European Commission, which involves 5 partner universities and 3 associate partners.

The main project objectives are:

- explore innovative ways to strengthen knowledge on digital topics
- built consulting skills required in digital transformation processes
- strenghten employability in the fast changing labour market

## PROJECT COORDINATOR

*Tor Vergata University of Rome*



## Website

<https://buds.uniroma2.it/intensive-training-programme/>

## PARTNER UNIVERSITIES



## ASSOCIATE PARTNERS

