

Consulting and Business Models

The course “Consulting and Business Models” is a highly interactive course incorporating case studies, article reviews and project presentations. The course focuses on two topics which are very emblematic for our times:

1. Consulting as a vehicle to provide business advice and drive change; and
2. Business Models to transform competitive landscapes of industries.

Because of the interactive nature of the course, we need to limit the number of students to fifteen (15) and we are looking for students who have a high level of motivation and interest in this course.

Please answer the four questions in bullet form or with 2 – 3 sentences and send your responses by email to john.wargin@gmail.com. I will review all the emails and inform you about the results.

I am looking forward to an interesting course and a highly motivated class.

Consulting

1. Have you been already involved in consulting, for instance as an intern? If yes, provide a short description what you did. If not, explain your interest in consulting.
2. In your opinion what differentiates an “excellent” consultant form an “average” one?

Business Model

1. Looking at low cost airlines, which practices differentiate these airlines from the 'classical'. List 2 or 3.
2. Would you consider "App Stores" an innovative business model. If yes, provide a short comment.

Other comments



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Anmeldung zur Masterveranstaltung:

- **Teil I: Leadership und Wandel**
- **Teil II: Introduction to Consulting and Business Model Innovation**

WiSe 2012/2013

Name, Vorname: _____

Matrikelnummer: _____

Anschrift: _____

Telefon: _____

Email : _____@europa-uni.de

Lehrstuhlvermerk:

Motivation:

Datum: _____

Unterschrift: _____

Anmeldung bis 30.08.2012 mit Hisportal-Notenspiegel an john.wargin@gmail.com