NextGen Consulting

CEMS - Minor specialization

The focus of the minor specialization

The minor specialization **NextGen Consulting** focuses on the active search for opportunities for the successful development of existing companies. Its goal is to develop **strategic** and **creative thinking** as a key aspect of successful growth and performance of the company.

Businesses are today facing new challenges that are associated with complex problems, often without any connection to the past. In this minor specialization we will teach you how to deal with it, i.e.:

- how to be more generalist and see what we call "big picture",
- how to solve problems from a multidisciplinary point of view and come up with ideas that are creative, or use for example, analogies from other businesses,
- how to connect corporate, social and ecological sustainability of businesses.

The minor specialization also pays due attention to family businesses, which are the most common type of organization in many economies, and where we can see the strategic importance of connecting family and business issues.

Key knowledge and skills in compulsory courses are further developed by a balanced combination of elective courses focused on critical thinking, analytical and communication skills.

Graduates could find jobs in consulting companies, in-house consulting departments, but also as managers and successors in family businesses.

Key elements of MS NextGen Consulting

Courses are:

- Based on real-life business projects
- Highly practicaly oriented
- Desighned to foster creativity
- Using gamification features
- Taught by practitionaires and academcs
- Almost in everycourse based on team projects and cooperation

Key benefits:

- Certified programme by Corporate partners
- Community and networking
- NextGenClub
- International students and lecturers from abroad or with International experience
- Company visits

Final exam:

- Organized as a case study presentation
- Open book
- Delivered in front of Corporate partners
- Students receive not only grade but also a valuable feedback

Partners

Strategic board members of Family business center

Curriculum

Mandatory courses (18 ECTS):

- 3SG556 – Design Thinking and Anthropology in Strategy – 6 ECTS   **KPMG**

- 3SG417 – Critical Thinking in Futurology – 3 ECTS   **Deloitte.**

- 4ST611 – Applied Multivariate Statistics – 6 ECTS

- 3SG846 – Data strategy – 3ECTS **pwc**   OR   4IT522 – Use of MS Excel in business practice – 3ECTS

Elective courses (min. 12 ECTS):

- 3SG712 – Growth Strategy – 6 ECTS   **pwc**

- 3SG835 – Strategy and Succession in Family Businesses – 6 ECTS (in Cooperation with Family Business Center partners)

- 3SG847 – Green and sustainable ecosystems – 3 ECTS

- 3SG848 – From learning to machine learning / organizational learning – 3 ECTS   **Deloitte.**

- 3SG457 – Scenario planning for strategic management – 6 ECTS

- 4IT555 – Competitive and Business intelligence – 6 ECTS

Design Thinking and Anthropology in Strategy

Economic, engineering and psychological approaches have had extraordinary influence on strategy and consulting. These disciplines, as different as they are, share a common assumption - in order to grasp the complex social reality and produce an easy solution for big companies to work with, these theories simplify the world in a way where cultural context and historical change have a little place. Based on the experience of the most successful companies, projects and startups, in this course, we argue that it is in these untidy hard-to-measure parts of social life that some of the greatest innovation opportunities lie.

In this course these economic, engineering and psychological insights to strategy are scrutinized and expanded by anthropological conceptualization and ethnographic methods in order to push far beyond their original boundaries. The intersection of anthropology, design and the market is the ethnographic method of participatory observation. This intensive method together with anthropological imagining offers an excellent opportunity for learning, cognition and empathy. While ethnography is an essential tool for designing smart and sustainable solutions, design offers technology to change the future.

Key elements of the course:

- Real life team projects co-supervised and mentored by corporate partners as/and clients
- Real life feedback
- No tests or oral exams
- Lectures and workshops given jointly by academics and corporate partners
- Mentoring by Corporate partners´ representatives

Design Thinking and Anthropology in Strategy

Lecturers:

Ing. Tomáš Ryška, Ph.D.

Lukáš Cingr
Manager in KPMG

Recent projects:

Customer research on senior generation

Customer experience design for sandwich generation

Ethnographic research for formulation of csr strategy

CX Design of financial products for millenials

CX Design for ecologic detergents

Critical thinking in futurology

The goal of the module is to broaden horizons and bring to light the different aspects of critical thinking that aren't often addressed in the business world. The issues that arise with being presented with objective mark schemes has led to students lacking the ability to be creative in their critical thinking. The idea behind this course is to make students apply theoretical and futuristic and often purely conceptual ideas and adapting them to business scenarios.

"We don't know what the future will look like, but we do know that technology will play a big role in it."

Key elements of the course:

- Course build on discussions with industry experts, delivered partially at Deloitte offices
- Delivered by Chief of Innovation at Deloitte and ex-Global Customer Reference Program director at Hewlett Packard
- Self preparation of students using articles, case studies and TED Talks
- Technology related team project
- Critical thinking and Oxford debates
- Hackathons with interesting prices (e.g. **Singularity** UNIVERSITY tickets)

Lecturer:

Ing. Senta Čermáková
Chief of Innovation
Deloitte

Applied Multivariate Statistics

With the development of IT technologies in recent years, companies collect a lot of data about their business and clients. There is a growing demand for analyzing such multivariate data to support strategic business decisions, targeting marketing campaigns, or evaluating client satisfaction. Thus, it is important that the companies' decision-makers understand what multivariate analysis techniques are and what can offer them.

The course introduces selected multivariate methods that are commonly used in practice. The emphasis is put on a practical application of these methods in statistical software and interpretation of their outputs. Upon successful completion of this course, students will be able to work with multivariate datasets, i.e., dataset examination, statistical methods application, and to interpret the obtained results.

Key elements of the course:

- focused on the practical application

- a team project based on a real-life dataset

- gaining basic skills in widely used statistical software R

Lecturer:

Ing. Zdeněk Šulc, Ph.D.

Data Strategy

The primary purpose of this course is to help students gather deep insight into the massive opportunity in Data Science in Consulting. This course guides students through process of using algorithms, methods, and systems to extract knowledge and insights from structured and unstructured data. It uses analytics and machine learning to help users make predictions, enhance optimization, and improve operations and decision making.

Key elements of the course:

- The course covers the entire „data science pipeline",
  i.e. processes from data gathering, processing, visualization and presentation

- Lecturers are experts on Data science from PwC

- Course is built on team-based project

- Every lecture starts with „WHY" followed with instructions „HOW" to use and exploit specific tools

Lecturers: Ing. Tomáš Náhlovský, MBA.   Patrik Meliš-Čuga, MSc.

Associate manager

PwC

Senior Data Governance
& Technology Consultant
PwC

CEMS

Use MS Excel in business practice

At present, the ability of data analysis and interpretation is crucial for managers.
The goal of this course is to introduce and teach students advanced features of MS Excel for designing and solving analytical tasks used by managers at the tactical level management. The content of the course is based on data sets from real practice. Flexible and multidimensional approach to data processing is applied in order to address the variability of processed data. An integral part of the course is the design of visuals for the presentation and correct data interpretation.

Key elements of the course:

- Students are able to design effective solutions for analytical data processing tasks

- Students propose a suitable method of data visualization, also in the form of a dashboard.

- Students are able to create their own function or procedure and apply them in the specific task.

Lecturer:

Ing. Zuzana Šedivá, Ph.D.

Growth Strategy

The aim of the course is to present and discuss the growth opportunities of the organization. Using practical case studies and projects, students will gain insights, knowledge and know-how on how to facilitate homogeneous or heterogeneous growth of the organization and thus the growth of its value for stakeholders in the long term. There will be demonstrated ways how to start, manage and, most importantly, maintain growth using their own capabilities and competencies within existing markets or the possibility of expansion into other market segments, whether nationally or internationally.
The course teaches students how to manage and run a typical consulting project from business proposal to the final delivery of the solution.

Key elements of the course:

- Real life team projects co-supervised and mentored by corporate partners as/and clients

- Real life feedback

- Blue ocean simulation game **STRATX** SIMULATIONS™

- No tests or oral exams

- Lectures and workshops given jointly by academics and corporate partners

- Mentoring by Corporate partners´ representatives

Growth Strategy

Lecturers:

Ing. Ladislav Tyll, MBA., Ph.D.

Ing. Petr Lizner
PwC
Management Consulting

Ing. Vojtěch Opleštil, MIM.

Ing. Martin Jurek, Ph.D.

Recent projects:

International growth of a propeller producer

mBank – implementation of new digital strategy to maintain market growth

Expansion of on-line fashion search engine to LATAM

Corporate expansion of the Malaysian price aggregator

International growth strategy for technology start-up with their employee engagement app

Designing a CSR strategy for commercial property company

KINSKÝ Žďár, a.s.
Sustainability of the Czech Forestry and timber production industry

International growth strategy for a debt collecting app company

Innovation Center Silo II Analysis and business development for real estate project

Family Business Strategy

This course is an introduction to family business management and is intended primarily for members of entrepreneurial families or those who intend to work in family businesses, consult them, or are interested in them. The course focuses mainly on the specifics of family firms in strategic management (ownership, management, development) and is built on the core teaching texts, case studies of Czech and foreign family-controlled companies and presentations given by Czech family business owners.

Key elements of the course:

- Team projects co-supervised by family business partners
- Excursions to family businesses
- Interdisciplinary approach
- Guest lectures from prestigious foreign business school teachers

Recent projects:

„From almost bankruptcy to a market leader" case

Lecturer:

Ing. Martin Jurek, Ph.D.

prof. Ing. Jiří Hnilica, Ph.D.

The story of ownership succession

Leadership Succession

From learning to machine learning / organizational learning

In the world we are living today, there will be an increasing need to continuously learn and adapt to new situations in all areas. Humans will continue to gain new skills and learn to master the ones they already possess. Moreover, successful individuals will recognise which skills are worth mastering and on the other hand, which are better to leave to continuously improving AI.

In this course we will help students to undestand basic models of machine learning and their capability to identify possible business oportunities as well as to prepare them for potential threats. Using case studies and "guest lectures", we will offer guidance on how to create a learning organization both as a whole and thus increase its flexibility and adaptability. Students will also be introduced a methodology for proper and effective learning.

Key elements of the course:

- International experts on learning , AI and super-responsive organizations

- Course divided into three blocks: Humans, Machines and Organizations

- Team projects

- Use of machine learning for your own projects

"Artificial intelligence will outperform us in some areas. But if we can learn properly, we have the upper hand - and we can use AI for our own goals."

Lecturer:

Ing. Senta Čermáková
Chief of Innovation
Deloitte

CEMS

Scenario planning for strategic management

The course focuses on qualitative scenario planning. Scenarios are presented as a suitable tool for management of the new business models' proposals, innovation of the current business models, strategy generation and corporate strategic management. Scenarios are generated with respect to the basic building blocks of a business model. A framework of scenario planning in the course follows the TAIDA$^{(TM)}$ approach and uses real case studies of scenario planning in organizations. Scenario planning is not only a tool for strategic management but also a paradigmatic way of strategic thinking. The main output of the course is a team project of scenario planning in selected industry.

Key elements of the course:

- Qualitative medium- and long-term scenarios of real industries.
- Interdisciplinary approach.
- Application of qualitative prognostic methods.
- Team project, continuous feedback.
- Implications for Business Model Canvas.
- Policy scenarios and the impact on corporate strategy.

Lecturer:

Prof. Dr. Jindřich Špička

Recent projects:

- Automotive
- Banking
- E-games

KAIROS FUTURE

Competitive and Business Intelligence

The course focuses on Competitive and Business Intelligence processes used in various company environments. Business and Competitive Intelligence can be defined as collecting, analyzing, and disseminating data, information, and knowledge from an external company environment and plays a crucial role in company decision-making and strategic planning processes including a critical player market activity analysis and monitoring of early warnings. Students will gain pre-requisites for the positions of analysts or consultants of managerial applications (directed to support business and strategic decision-making) and demonstrate them by the interconnection of tools.

Key elements of the course:

- Competitive Intelligence Lifecycle
- Advanced Search Methods
- Intellectual Property Analytics
- Business Intelligence Lifecycle
- Visualization and visual Storytelling
- Client Applications Solution

Lecturers:

Ing. Martin Potančok, Ph.D.   Ing. Jan Černý

Recent projects:

- Open Human Medicine Data in Competitive Intelligence
- Information-Seeking Behavior Data in Business Intelligence
- Tourism and Crime (Security and Business Aspects)

Green and sustainable ecosystems

Not only large multinational companies, but also newly created start-ups must learn to work with external strategic factors in the form of so-called "Sustainable development goals" defined by the UN. For some, this may represent an opportunity to gain a competitive advantage, while for the other limitations for their current business. In both cases, it is required to have an objective view and the ability to estimate the expectations of the various stakeholders, which in turn need to be managed in accordance with sustainability of the business itself.

The course will be conducted in the form of workshops and role plays by the students themselves, who will define individual topics. The output will not only be the ability to critically evaluate and implement individual SDGs into business practice, but also to organize strategic workshops, which are one of the key tools of strategic consulting.

Key elements of the course:

- This course is built on „students for students" principle
- Each session will be supervised by academics and practitioners
- Learning experience is enhanced by role plays and workshops
- Students will learn how to approach and engage the audience/clients in solving the problem

Lecturers:

Ing. Ladislav Tyll, MBA., Ph.D.

Ing. Senta Čermáková (Deloitte)

Ing. Vojtěch Opleštil (Novartis)

Ing. Natalie Badie, MIM

Ing. Tomáš Ryška, Ph.D.

Ing. Martin Jurek, Ph.D.

Fatima Araluce, M.A. (Deloitte)

New structure of the final exam

From the academic year 2020/2021 the final exam from the minor specialization NextGen Consulting is designed as „open book" case cracking. The outcomes of the case are then pitched in front of the committee playing the role of the fictive client.

Key elements of the exam:

- Case based

- 3 hours of „open book" presentation preparation

- 10 minutes pitch in front of the evaluating committee incl. industry experts

You are welcome to join us!

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EFMD
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ACCREDITED