

# 策略顧問：方法與實務

## Strategy Consulting: Approach and Practice

Department of International Business  
College of Management, NTU  
Fall 2014

**Time:** 19:30-21:30, every Wednesday

**Classroom:** 重光講堂 (暫定)

**TA:** Jason Liu (柳育德)

**Instructor:** Professor **Ji-Ren Lee** (李吉仁)

Mr. JT Hsu (徐瑞廷總經理 · BCG Partner  
and Managing Director)

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**e-mail:** jiren@ntu.edu.tw

### 🌐 Nature and Scope of the Course

The main purpose of this elective course is to provide students core skills required to be a successful strategy consultant, as well as a glimpse on strategy projects in practice. Specifically, the core skills will be structured around problem solving, including logical thinking, hypothesis thinking, defining problems, designing solutions, and communication towards stakeholders. With dedicated supports from the Boston Consulting Group (BCG) Taipei office, this course will emphasize on BCG's approach and practical experience through BCG consultants' co-teaching.

### 🌐 Required Learning Materials

#### ➔ Suggested Readings:

內田和成 · 2006 · 『假說思考法』 · 林慧如譯 · 經濟新潮出版社。

內田和成 · 2010 · 『論點思考』 · 蕭秋梅譯 · 經濟新潮出版社。

御立尚資 · 2003 · 『鍛鍊你的策略腦』 · 梁世英譯 · 經濟新潮出版社。

➔ **Other Materials:** will be available to students before the class.

### 🌐 Course Application and Registration

Registration process is application-based considering intensity and capacity of this course. Please submit your application package, CV and cover letter, which address why and what you want to take and learn from this course, to Yu Te Liu ([D00724005@ntu.edu.tw](mailto:D00724005@ntu.edu.tw)) before Saturday, August 9. We will then announce application result on Saturday, August 23.

### 🌐 Grading

✓ **Group Performance** **60%**

✓ **Individual Performance** **40%**

Evaluation criteria for both categories will include, but not limit to, **the extent of insights offered, course participation, and communication/presentation effectiveness.**

### 🌐 Class Schedule (Tentative, dates are subject to change)

**S0: 8/30** **Business Essentials (Full-day Workshop)**

**S1: 9/17** **Introduction to Strategy Consultant (3 hr)**

- S2: 10/1      Problem Solving Approaches (3 hr)**
- S3: 10/8      Interview Skills (3 hr)**
- S4: 10/15     Quantitative Analyses (3 hr)**
- S5: 10/29     Work Planning and Project Management (3 hr)**
- S6: 11/5      Interim Steering Committee: Group Presentation (I) (4 hr)**
- S7: 11/19     Slide Writing (3 hr)**
- S8: 12/3      Presentation Skill (3 hr)**
- S9: 12/10     Strategic Planning Process and Strategy Formulation (3 hr)**
- S10: 12/17    Final Steering Committee: Group Presentation (II) (4 hr)**