

How to turn an MBA into a consultant

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ASK ANY management student in India as well as abroad what his dream job is and almost 50 percent of the time you will find the name of a consulting firm like McKinsey, PWC Global, Booz Allen, Deloitte, Accenture, Infosys, TCS crops up. The excitement in these placements comes from being a part of a team that delivers knowledge-based solutions to global and domestic clients. Access to knowledge and models that have evolved through research and experience, applications of these across verticals and sectors, best practices of what works and where. With the formulation of creative solutions for clients and its implementation in the corporate context, there is a win-win for both the consultant and the client. And these jobs pay well too.

Business schools are also gearing up their curriculums to meet the ever-rising demand for knowledge workers. A closer look at the syllabus will reveal a strong focus on functional area content and expertise. Domain knowledge is becoming increasingly specialised and more complex. The students' ability to internalise this knowledge and make it instantly retrievable is a crucial part of the learning process reinforced by case stud-

ies, simulations and highly interactive methodologies. While this domain knowledge is important, some B-Schools have recently included special subjects in the training of prospective management consultants. NMIMS University offers an elective on "Consulting to Management", Symbiosis Centre for Management added "Management Consultancy" Tolani Institute

in Gujarat also offers consulting skills as a very popular elective for all students who want to enter the profession. Topics like the consulting process, scoping a consulting assignment, writing a winning proposal, pricing and billing for consulting as-

signments, managing consulting operations, preventing scope creep, report writing, all go to build the consulting skills of the management graduate and prepare him for a consulting career.

The summer project is a mini-

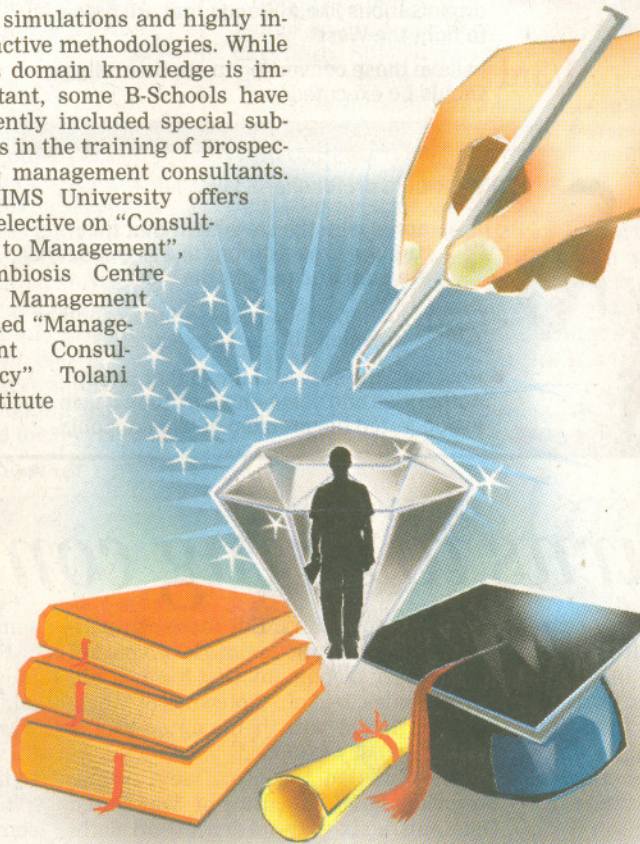


ILLUSTRATION: SEBASTIAN

consulting assignment for the students. They plan the assignment, collect data, collate information, diagnose problems, make applications of knowledge and recommend changes for improvement. No wonder B-school grads make for readymade material lapped up by the consulting firms at placement time.

Students enter B-schools as unpolished diamonds. The polishing process is delivered by faculty in the classroom as well as outside. If a student emerges still unpolished, it is the skills of the faculty members that were missing. The moment of truth in the teaching-learning process lies inside the classroom. It is a magical process of transforming raw material into finished product. Like any other polishing process, so too, teaching-learning involves painful grinding, buffing, shaping, cutting processes to build the knowledge skills and attitudes needed to shine above the others.

Next time you bunk a class, oversleep, miss a team meeting, fudge an assignment, or suffer from a bout of cognitive laziness, remember it is your loss that will deprive you of the opportunity to shine and glow.

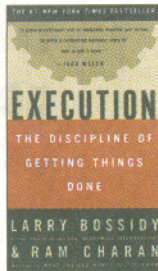
Success is not an accident. So, if your dream job is in management consulting, make the most of your B-school education.

The writer is President, The Institute of Management Consultants of India.

BUSINESS BOOKRACK

A weekly shortlist
of what people
who manage
businesses are
reading on the art
and craft of
management

Courtesy: Oxford
Bookstore
The price is subject to
change.



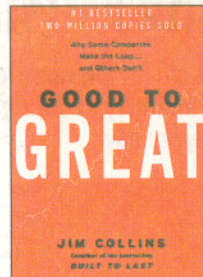
- 1 Freakonomics**
Levitt & Dubner
William Morrow
Price: Rs 556

- 2 The Undercover Economist**
Tim Harford
Little Brown
Price: Rs 555

- 3 The World Is Flat**
Thomas Friedman
Penguin
Price: Rs 555

- 4 Execution**
Larry Bossidy & Ram Charan
Crown Business
Price: Rs 650

- 5 The Intelligent Investor**
Benjamin Graham
Harper Business Essentials
Price: Rs 529



- 6 Rich Dad Poor Dad**
Robert T. Kiyosaki
Warner Business
Price: Rs 247

- 7 The Fortune At The Bottom Of The Pyramid**
C.K. Prahalad
Pearson
Price: Rs 525

- 8 Blue Ocean Strategy**
W. Chan Kim
Harvard Business School
Price: Rs 1,408

- 9 Know-How**
Ram Charan
Crown Business
Price: Rs 695

- 10 Good To Great**
Jim Collins
Harper Collins
Price: Rs 705