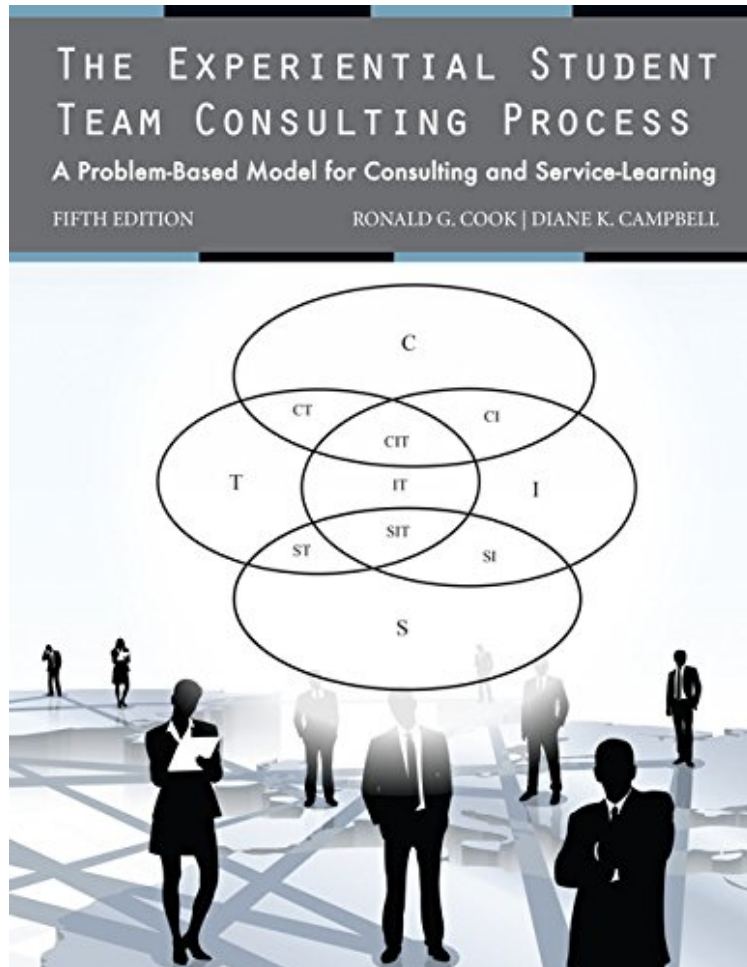


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The Experiential Student Team Consulting Process: A Problem-Based Model for Consulting and Service-Learning

Ronald G. Cook, Diane K. Campbell

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#1708050 in Books 2016-07-28 Original language: English 11.00 x .50 x 8.50l, #File Name: 1337032840137 pages | File size: 71.Mb

Ronald G. Cook, Diane K. Campbell : The Experiential Student Team Consulting Process: A Problem-Based Model for Consulting and Service-Learning before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Experiential Student Team Consulting Process: A Problem-Based Model for Consulting and Service-Learning:

This book provides a proven model for the experiential student team consulting process. It uses a pedagogically sound problem-based learning approach with clear examples from a number of award-winning engagements. Experiential

courses are multi-disciplined learning experiences and this book will be most helpful for the unique demands of such a course. Our conceptual framework guides the pedagogy and the process flow model directs its sequential nature. Each section builds upon the previous one, directing students toward completing the consulting engagement. Our model promotes a conceptual understanding of the consulting process and the interactions between and among students, the team, the client, and the instructor. The model encourages communication among all stakeholders and can facilitate defining the project's parameters, which are keys to a successful engagement. It also provides a hands-on guide to completing the consulting project. We have provided an example, tool or template for every element in the student consulting process, from team creation to the final report and presentation. New in this edition: Along with a new award-winning project example and substantial upgrades in our appendix, we offer three major additions to further help students and instructors cope with the intricacies of experiential learning: The first is to broaden the discussion of small business consulting and explain the differences between student team consulting (academic setting) and non-academic consulting. The second is to apply our proven approach in the student team consulting model to the non-profit world and highlight the issues students need to be aware of in service-learning projects. The third is a new chapter on mentoring and the importance it can play in the student team consulting process. Mentors can provide additional resources and serve as a sounding board for the student team.

About the Author Dr. Ronald G. Cook is a Professor, and the Entrepreneurial Studies Program Director at Rider University, where he develops and teaches upper-level undergraduate and MBA courses in team-based small business consulting, entrepreneurship/small business, new venture planning and corporate entrepreneurship. He directs Rider's Center for Entrepreneurial Studies and heads Rider's Small Business Institute, where his student consulting teams have earned multiple national and regional awards for excellence. Ron is a member, a Fellow, a Mentor, and past president of the Small Business Institute association. He has published a number of award-winning articles on small business and entrepreneurship and was the recipient of Rider University's Distinguished Teaching Award. He serves on the Editorial Board of the Journal of Small Business and Enterprise Development and is also a member of the United States Association for Small Business and Entrepreneurship.