

Certificate in

Independent Consulting

PROFESSIONAL DEVELOPMENT



MORE THAN BEING AN EXPERT

The Independent Consulting certificate will provide the knowledge needed to start, promote and manage an independent consulting business. Individuals in this program will gain an understanding of what it means to be a consultant, learn why organizations hire consultants and develop the skills necessary to support consulting success.

Students will create a detailed business plan to help evaluate their specialty niche and determine the suitability of their knowledge and skills in consulting. Throughout the courses, students will gain a detailed understanding of the work necessary to maintain a profitable consulting business. Participants will gain the skills required to successfully represent themselves as they pursue a career as an independent consultant.

Upon completion, graduates will be able to:

- Define their particular consulting service
- Understand the consultant's role with an organization
- Develop and justify an independent consulting business plan
- Understand and identify the cost of starting an independent practice
- Market and sell their consulting services
- Manage their consulting business and performance

WHO SHOULD ATTEND

- Individuals interested in consulting as a career
- Consultants who want to enhance their practice

ELIGIBILITY

There are no prerequisites for admittance to this program.

Register today at www.fullerton.edu/consulting or 657.278.2611
For more information, contact Denelle Pankratz: 657.278.2605, dpankratz@fullerton.edu

Cal State Fullerton
university extended education
www.csufextension.org

THE CLASSES

The Certificate in Independent Consulting consists of four required courses totaling 46 hours of lecture and discussion. 4.6 Continuing Education Units will be awarded to the certificate graduate.

GETTING STARTED: INDEPENDENT CONSULTING

SBAE 6576 (0.4 CEUs/4 hours)

Prerequisite: none. A career as an independent consultant is appealing for many subject matter experts. However, many professionals have misconceptions of the consultant's role and little knowledge of how to manage their own practice. This class is an introduction to the world of consulting designed to inform individuals of the various components of independent consulting. Discussions will focus on the benefits, risks and role of consultants. Individuals will learn what an independent consulting business encompasses, the daily work of consultants and why organizations hire consultants. Through case studies, individuals will recognize factors that lead to consulting success.

CREATING A CONSULTING BUSINESS PLAN

SBAE 6581 (1.5 CEUs/15 hours)

Prerequisite: none. One of the first steps an independent consultant must perform is creating a business plan that will assist in understanding the value they bring to an organization. Through hands-on activities, this class will focus on creating business plans for independent consulting. Individuals in this class will learn to benchmark their services and identify their salable skills. Discussions will explore the financial requirements to start a practice and various ways to set consulting fees. Individuals will discover the business model and tax management strategy that is best suited for their consulting practice.

BUILDING A CONSULTING CLIENT BASE

SBAE 6582 (1.5 CEUs/15 hours)

Prerequisite: none. Finding work is a challenging component of a consulting business. The marketing and selling of services rests solely with the consultant. In this class, individuals will gain the knowledge of optimizing their consulting business through successful marketing strategies and tactics. Individuals will learn how to promote their expertise through effective marketing materials and client presentations. Class projects will lead individuals through writing and presenting consulting proposals that will close a sale and secure a contract.

PRACTICE MANAGEMENT FOR INDEPENDENT CONSULTING

SBAE 6583 (1.2 CEUs/12 hours)

Prerequisite: none. Consultants typically are experts in their particular field; however, most consultants lack business management skills. This class focuses on specific management skills needed to maintain a profitable independent consulting practice. Individuals will learn cost accounting, fee collecting and record keeping. Class projects will enhance an individual's skills in negotiating and writing contracts. This class will also examine performance management techniques and tips for building strong client relationships.

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