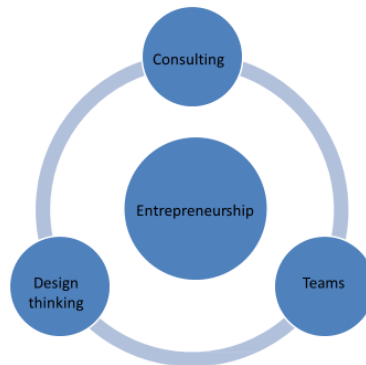


UGB 195T Startup and Small Business Consulting

Haas School of Business

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Course Framework



This course is designed to provide students with an understanding of the concepts and principles for consulting with startups and small businesses. We will focus on core consulting skills that can be used in any organizational setting, as well as specific issues pertaining to startups and small businesses, including limited resources, access to capital, and pivots.

Students will work in self-created teams of 3-4 and can either bid for projects provided by the instructor, or source their own project so long as it fits the course criteria. Course time will include guest lecturers and consulting skills workshops. Student teams will be expected to meet together and with the client outside of class time (all projects are local). We will address aspects of high performing teams as well as assess team progress throughout the course.

The purpose of this course is to provide students with the skill set to confidently enter into consulting and startup/small business roles. Classwork will support student projects to put the lectures into practice. Students present their findings to the class and client and work on presentation skills in a formal business setting.

About the instructor

Whitney Hischier is a lecturer at Haas as well as a Partner at Red Team Thinking, a consulting and training firm providing tools for organizations to stress-test their strategies. She is also a faculty member for the National Science Foundation's I-Corps program which focuses on rapid commercialization of startup technologies, and faculty advisor at Cal for Consult Your Community (CYC). Whitney has worked as a management consulting in the US and Europe for KPMG, Deloitte and internally at ABN Amro Bank. Prior to teaching, she served as Assistant Dean for Executive Education at Haas for 8 years where she expanded the business 10x. Her career started in the backyard poolhouse of a Woodside home working in a startup toy company. She holds an MBA from Haas and a BA from Stanford