Summer School Programme

COURSE CONTENT OUTLINE

Course title: Business Strategy & Consulting Summer School  
Academic Course Director: Paolo Taticchi  
Category: Management  
Code: SCSSC  
Direct contact hours: 45 hours  
Academic level: Equivalent to an undergraduate course  
Suggested credit level: 3 - 4 US / 7.5 ECTS credits*

*A student’s home institution will determine how much credit is awarded.

COURSE AIMS

This course will enable students to learn and actively and critically apply business strategy concepts to diagnose, manage, design and change commonly faced challenges by organisations. Concepts of consulting will be also analysed to provide students with a strong understanding of strategic approaches for managing consulting projects and managing clients.

COURSE OBJECTIVES

Knowledge:

- Understand the central concepts in strategic management and consulting practice
- Understand which frameworks and tools to utilise for internal and external analyses
- Understand the relationship between the different strategic management concepts and consulting strategies

Skills:

- Ability to apply concepts and frameworks to business cases and real-life organisations
- Ability to analyse an organisation’s resources and capabilities
- Enhanced skills in written and verbal communication, teamwork, analytical thinking, decision-making and project management

LEARNING OUTCOMES

By the end of the course students will be able to:

- Understand the complexity of an organisation’s environment in terms of strategic concepts and frameworks
- Recognise the implications of strategic decisions on an organisation’s future opportunities and competition
- Gain insight into key skills and analytical frameworks for effective consulting
- Develop key skills in managing consulting projects and delivering client value
TEACHING SCHEDULE

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<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
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<tbody>
<tr>
<td>Lectures</td>
<td>4 x 3 hours</td>
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<tr>
<td>Workshops</td>
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<td>6 x 2 hours</td>
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<tr>
<td>Examination</td>
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<td>1 x 1.5 hours</td>
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Guest speakers and academic excursions complete the programme. Students will be expected to attend these as well as complete over 50 hours of independent study.

TEACHING METHODS

The course will be delivered by a mix of face-to-face lectures and workshops. Materials will be made available through the Business School's bespoke online learning environment, the Hub.

Workshops will use case studies, structured discussions and in-class exercises to demonstrate the application of concepts delivered in lectures.

ASSESSMENT

- 1 group assignment – (30%)
- 1 final individual examination – (70%)

Imperial College London will issue an official transcript with a final overall numerical mark – a breakdown of results will not be provided.

READING LIST

Core Text


Additional Reading

- The Times
- FT
- Economist

PASTORAL SUPPORT
A full welcome and orientation will be provided at the beginning of the programme.

The Business School will provide dedicated pastoral care with highly experienced faculty. Summer School Ambassadors will also play a key role in welcoming and engaging with the students.

*Imperial College London reserves the right to change or alter the courses offered without notice.*