

Summer School Programme

COURSE CONTENT OUTLINE

Course title: Entrepreneurial Smart Camp
Academic Course Director: Christopher Corbishley
Category: Innovation & Entrepreneurship
Code: IESSC
Direct contact hours: 45 hours
Academic level: Equivalent to an undergraduate course
Suggested credit level: 3 - 4 US credits / 7.5 ECTS's*

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

COURSE AIMS

Entrepreneurial Smart Camp 2017 will help participants to fine-tune their early business concepts during a hands-on boot-camp at Imperial College London Business School. By communicating the hardships of being an entrepreneur, we provide you with insights such as how a customer can adopt your product. Our goal is to build a roadmap guiding the way for aspiring entrepreneurs and making them more resilient against failure.

Working in small groups, students on this I&E Summer School course will be guided through the 'exciting nightmare' of taking an idea or a technology to market, growing the venture and securing a successful exit. Students will attend guest lectures from sector experts and receive feedback on their ideas from industry leaders.

No prior knowledge of the subject is required – all we ask is that you are interested in innovation and the creation of wealth. The course will equip students with much of the knowledge required to launch and manage a high potential new venture.

TEACHING SCHEDULE

	Week 1	Week 2	Week 3
Lecture	4 x 3 hours	4 x 3 hours	3 x 3 hours
Workshop	6 x 2 hours		
Examination			1 x 1.5 hours

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, classes and facilitated group discussions. Students will also work in teams to develop and pitch a business idea. Each team will be guided by experienced venture coaches from academia and industry, and participate in a rigorous course on the theory of entrepreneurship alongside their practical work.

The combination of practical and academic teaching enables Smart Camp students to rapidly develop entrepreneurial skills, specifically the ability to recognise, pursue and exploit opportunities regardless of the resources they currently control.

Working with peers from across the globe allows Smart Camp students to proceed quickly but carefully with their ideas, building self-confidence and tapping into their fellow students' diverse skill-sets.

Materials will be made available through the Business School's bespoke online learning environment, the Hub.

ASSESSMENT

- 10 – 15 minute team business pitch (50%)
- 1 final individual examination (50%)

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

COURSE STRUCTURE

Lectures will typically take place in the morning with workshops / academic-related excursions in the afternoon.

READING LIST

Key Textbook

- Aulet, Bill, (2013), *Disciplined Entrepreneurship: 24 Steps to a Successful Start-up*. John Wiley & Sons

Additional Reading

- Sethi, A. (2016), *From Science to Startup – The inside track of Technology Entrepreneurship*. Copernicus
- Thiel, P., Masters, B., (2014), *Zero to One: Notes on Startups, or How to Build the Future*. Crown Business

- Horowitz, B. (2014), The Hard Thing About Hard Things: Building a Business When There Are No Easy Answers. HarperBusiness
- The Guardian (Entrepreneurs page and “Digital Entrepreneur Hub”)
- Financial Times
- The Economist
- TechCrunch
- Wired

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.