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PROGRAMME AIMS AND OBJECTIVES
PROGRAMME AIMS & OBJECTIVES

The Programme is designed primarily for undergraduate and postgraduate students. As the courses offered do not require previous knowledge of the subject, Summer School provides the opportunity to study courses out of personal interest or to develop academic knowledge of a new subject.

Students who complete the Programme successfully will be able to:

- Demonstrate a foundation of knowledge in core business disciplines such as Finance, Business Strategy & Consulting, Entrepreneurship and Strategic Marketing
- Demonstrate the capability to apply this knowledge
- Develop their personal skill set
PROGRAMME STRUCTURE
Programme Structure

The Summer School runs over two sessions – each course lasts 3 weeks.

Session One (Monday 29 June – Friday 17 July):

Finance
The Entrepreneurial Smart Camp

Session Two (Monday 20 July – Friday 7 August)

Business Strategy & Consulting
Strategic Marketing

Lectures usually run from 9.30 – 12.30 and are typically followed by workshops / academic trips in the afternoon. Each course will have a guest speaker series.

All students are encouraged to refer to their personal timetable which will be issued at Induction.
PROGRAMME ASSESSMENT
PROGRAMME ASSESSMENT

Summer School Assessment

Information on how each Summer School course is assessed can be found in the course outlines for each individual course.

Some examinations may be assessed by using multiple choice questions (MCQ's). Imperial College Business School does not release past MCQ papers, however each Academic Course Director will give students a mock paper with a few sample MCQs.

Students will not be offered an opportunity to re-sit an assessment.

Rules and Awards

If a student is absent from an examination, or does not submit coursework, they will receive a zero (0) for that piece of assessment. Deferral of examinations, or coursework submissions, can only be agreed on medical grounds and applications must be made to the Examinations Officer prior to the date of the first examination.

Students will receive a provisional alpha grade for each piece of assessment (exam and coursework) of the course on The Hub shortly after the end of the Summer School sessions. All grades are provisional and are not confirmed until after the Board of External Examiners in late August 2015. Imperial College London will issue an official transcript with a final overall numerical mark.

The pass mark for each Summer School course is 40% (this is the combination total of the coursework and examination marks).

Students who do not achieve 40% for the course overall will receive a Fail.

Grade Scheme

First

70 – 100% A

Outstanding work, wide knowledge of the material, accurate, arguments concisely and clearly presented, clear evidence of critical thought and enquiry, evidence of originality, insight and superior critical and reflective abilities.

Upper Second

60 – 69% B

Work well organized, good knowledge of the material, logical, sufficiently detailed and clearly presented, evidence of an enhanced capacity to develop and apply their own grounded and informed perspectives to their work, evidence of problem solving competence, ability to explore alternative solutions, to demonstrate critical evaluation and integrate theory and practice.

Lower Second

50 – 59% C

Work displays a satisfactory knowledge of the material, substantial recall of relevant facts but little evidence of enquiry beyond lecture notes or prescribed texts, manipulations and/or calculations competently performed to a reasonable but not necessarily entirely correct solution.
Third 40 – 49% D

Work displays a limited knowledge of the material, essential elements of solution correct, sufficient factual recall, ability to perform routine calculations, arguments developed but incompletely.

Fail (with significant shortcomings) 35 – 39% E

Work with serious inadequacies, very limited knowledge of material, poor presentation, minimal ability to formulate arguments and results presented in incomplete form and/or with errors

Fail (with major shortcomings) 0 – 35% F

Solution basically incorrect, defective recall of basic facts, little or no understanding of relevant principles, failure to develop from starting point to result, obvious failures and/or mistakes in manipulation. Or, work not submitted.

External Examiners

The external examiners for the Summer School are:

Entrepreneurial Smart Camp
Dr Simcha Jong
University College London

Finance Summer School
Dr Alex Kostakis
Manchester Business School

Business Strategy & Strategic Marketing Summer Schools
Professor Nick Lee
Loughborough University

The details provided above are for information only. Please note that it is not appropriate for students to contact the externals directly regarding their studies.

Any issues that students have in relation to the assessment should be raised internally with the Programme Team in the first instance or with the College Registry if necessary.

Special Examination Arrangements

Students with physical disabilities, learning disabilities or other special needs may be entitled to special arrangements in their examinations such as extra time or permission to use a PC. Students should ensure that any such requests are made by Friday 5th June 2015, or as soon as they receive their offer onto the Summer School.

Students should contact the Examinations Manager Anique Varleigh on a.varleigh@imperial.ac.uk by Friday 5th June 2015 for further information. For Imperial College procedures, please see the College website.
Any requests made after Friday 5\textsuperscript{th} June 2015 may not be approved before the examination.

**Mitigating Circumstances**

If students experience serious illness or other major problems which they consider to have affected their academic performance, they should provide the Examinations Officer or Senior Programme Coordinator with details in writing, along with any other relevant evidence. For Imperial College policy relating to mitigating circumstances, and other undergraduate guidelines, please see [the College website](#).

**Policy on Penalties for Late Submission of Assessed Work**

Electronic submission for an assignment will close at the cut-off deadline. Late submissions will receive a mark of \textbf{zero}. This is the default penalty for late submissions of assessed work and will be deviated from only in exceptional circumstances at the discretion of the Academic Course Director.

Students experiencing technical trouble when they are due to submit their coursework should take a screenshot of the error message, which must include the date and time, and attach this to an email with their submission and send it to the Programme Team. The authenticity of the message or technical problem will be verified by the School’s Learning Technologists.

Students who fail to submit their final project/report/essay on time (without an approved extension) risk failing that particular component.

The above procedures are implemented to ensure that all students are treated uniformly, across the Programme, the School and the College.

**Plagiarism**

Plagiarism is the presentation of another person’s words, ideas, judgement or data as though they were a student’s own. For example not referencing the source of ideas or arguments where they have derived from a student’s reading, directly taking verbatim the words of someone else’s work and putting it in the project without putting it in quotation marks and referencing it, taking whole chunks out of books, articles, lecture notes or other reports or other students’ work, and putting them in the report uncited. This is the same for all coursework which is assessed formally on the Programme.

When submitting assessed coursework students will be required to submit a form confirming that they have read the above definition of plagiarism and are fully aware of what it means. The submitting of this form will certify that the report is entirely the student’s own work, except where indicated.

All Group Projects will be scanned electronically to check for plagiarism.

Plagiarism is a serious offence. The exam board is entitled to penalise students for plagiarism, and serious cases will result in an automatic failure of the coursework/project. The exam board reserves the right to take further action as it deems appropriate to protect the good name of the School and the College, and this may involve expulsion of a student from the course or withdrawal of a degree award.

There are further guidelines relating to plagiarism displayed in the appendix of this booklet.
Use of Surveys or Questionnaires in Student Projects

If students use surveys or questionnaires whilst undertaking their project, they must retain the completed versions for inspection by the Academic Course Director or external examiner. Students do not need to submit these with the final project or include them in the appendices but they need to have them available in case they are requested. Any attempt to generate or to make changes to primary data to influence the results of the project is considered to be a serious academic offence and will be severely penalised.
SKILLS MAPPING
SKILLS MAPPING

Here at Imperial College Business School students have the opportunity to develop a wide range of professional skills through a variety of different mediums. These skills will not only aid students’ personal development but also make them more competitive within the marketplace.

Skills Table for Summer School Programme

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Development</td>
<td>Personal effectiveness on an operational level. This includes the dynamics of working individually or as a member of a group</td>
<td>Working in teams or time management</td>
</tr>
<tr>
<td>Communication</td>
<td>Verbal, non-verbal and written skills</td>
<td>Preparing and delivering presentations</td>
</tr>
<tr>
<td>Technical and Analytical</td>
<td>Essential workplace tools and techniques beyond curriculum teaching</td>
<td>Data analysis</td>
</tr>
<tr>
<td>Ethical</td>
<td>Key skills that make an effective, responsible and ethical manager</td>
<td>Learning how to adopt a responsible attitude towards business and management</td>
</tr>
</tbody>
</table>

Personal Skills Development for Individual Courses

<table>
<thead>
<tr>
<th></th>
<th>Written</th>
<th>Presentations</th>
<th>Spreadsheets</th>
<th>Analytical &amp; Critical Reasoning</th>
<th>Verbal</th>
<th>Teamwork</th>
<th>Personal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finance</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>The Entrepreneurial Smart Camp</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Business Strategy &amp; Consulting</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Strategic Marketing</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Professional Skills Type</td>
<td>Finance</td>
<td>Entrepreneurial Smart Camp</td>
<td>Business Strategy &amp; Consulting</td>
<td>Strategic Marketing</td>
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<tr>
<td>Personal Development</td>
<td></td>
<td>Work effectively as a team and on an individual basis</td>
<td>Manage resources and time effectively in order to achieve intended goals</td>
<td>Learn independently with open-mindedness and critical enquiry</td>
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<td></td>
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<td></td>
<td>Learn effectively for the purpose of continuing personal development</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>Learn how to build professional networks</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>Reasoning and problem solving</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Communication</td>
<td>Develop an understanding of communication and how to come across effectively</td>
<td>Prepare and deliver a professional and persuasive presentation to a panel of judges</td>
<td>Conduct a review and communicate the results in a clear and concise manner</td>
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<td></td>
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<td></td>
<td>Learn how to use financial terminology</td>
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</tr>
<tr>
<td>Technical &amp; Analytical</td>
<td>Use relevant information and communications technology (e.g. the Summer School Hub / MS Excel etc.)</td>
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<td></td>
</tr>
<tr>
<td>Ethical</td>
<td>Learn how to adopt a responsible attitude towards business</td>
<td></td>
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</tbody>
</table>
TEACHING & ADMINISTRATION STAFF
ADMINISTRATION

Director of Summer School
Angela Dalrymple
Ext: 43772
E-mail: a.dalrymple@imperial.ac.uk

Senior Programme Coordinator
Katie Leung
Ext: 43788
E-mail: katie.leung@imperial.ac.uk

ACADEMIC COURSE DIRECTORS

<table>
<thead>
<tr>
<th>Session 1</th>
<th>Summer School Course</th>
<th>Academic Course Directors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finance</td>
<td>Dr Pasquale della Corte</td>
<td></td>
</tr>
<tr>
<td>The Entrepreneurial Smart Camp</td>
<td>Jonas van Hove</td>
<td></td>
</tr>
<tr>
<td>Session 2</td>
<td>Business Strategy &amp; Consulting</td>
<td>Eric Cassells</td>
</tr>
<tr>
<td></td>
<td>Strategic Marketing</td>
<td>Angela Dalrymple</td>
</tr>
</tbody>
</table>
BS8003 – FINANCE

ACADEMIC COURSE DIRECTOR
Name: Dr Pasquale della Corte

COURSE AIMS

This course will provide an overview of the concepts in finance, together with a thorough examination of the key elements of today’s financial markets. Taught by Imperial’s leading finance faculty as well as practitioners, it will provide you with the ability to put the latest academic thinking and business strategies into practice.

Topics covered

- Financial markets and instruments
- Interest rates and fixed income
- Foreign exchange rates
- Portfolio Allocation
- Corporate finance
- Derivative instruments
- Asset Management
- Hedge funds
- Regulation and financial crises

KNOWLEDGE OBJECTIVES

- Comprehensive understanding of financial instruments such as bonds, equities, foreign exchanges, etc.
- Valuing risky cash flows
- Bond yields
- Portfolio selection
- Capital Asset Pricing Model (CAPM)
- Capital structure and pay-out policy
- Introduction to derivative instruments
- Asset management industry and hedge funds
- Challenges faced by financial regulators

SKILL OBJECTIVES

- Development of critical reasoning skills
- Understanding of global finance in a practical context
- Ability to utilise financial techniques to analyse issues in finance

LEARNING OUTCOMES

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

- Demonstrate knowledge of fundamental finance theories and models and their use and context in real financial markets
- Understand the financial decisions of corporations
- Analyse economic and financial data and evaluate investment decisions
- Understand the principles of equity and bond valuation
TEACHING METHODS

The course is taught using a mixture of morning lectures and interactive afternoon workshops / academic trips. Lecture content and workshop material will be made available through our interactive online learning platform, The Summer School Hub.

In addition there will be a guest speaker programme with presentations from high profile financial institutions to put the course material into a practical context.

ASSESSMENT

- Online quizzes – (30% of final mark)
- 1 final individual examination – (70% of final mark)

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

SELECTED ACADEMIC SOURCES

The following are ‘author’ references which are starting points for reading. Course tutors will supply official course reading lists.

KEY FOUNDATION TEXTS


MEDIA SOURCES – ESSENTIAL WEEKLY READING

- Times / FT / Economist – all have online versions
BS8004 - THE ENTREPRENEURIAL SMART CAMP

ACADEMIC COURSE DIRECTOR
Name: Jonas van Hove

COURSE AIMS

Entrepreneurial Smart Camp 2015 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 get your product. Our goal is to build a roadmap guiding the way for aspiring entrepreneurs and making them more resilient towards failure. Working in small groups, students on this 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 entrepreneurship, 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.

KNOWLEDGE OBJECTIVES

SKILL OBJECTIVES

LEARNING OUTCOMES

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

- Pin down, assess and validate an idea, products and services in response to challenges (entrepreneurial methodology and opportunity-framing)
- Communicate the vision of an idea
- Lean traction tools (e.g. how to make a one-page website to see how many people would sign-up, how to create a crowd funding campaign, etc.)
- Work in international and multidisciplinary teams

TEACHING METHODS

The course will be delivered by a mix of face-to-face lectures and workshops. Lecture content and workshop material will be made available through an interactive online teaching and learning hub – The Summer School Hub.

Each lecture will be followed by a supporting class which will use case studies, structured discussions and in-class exercises to demonstrate the application of concepts delivered in face to-face lectures. In addition there will be a guest speaker programme as well as a range of academic trips to put the course material into a practical context.

ASSESSMENT

- 15 minute team business pitch (50% of final mark)
- 1 final individual examination (50% of final mark)
Imperial College London will issue an official transcript with a final overall numerical mark — a numerical breakdown of results will not be provided.

SELECTED ACADEMIC SOURCES

KEY FOUNDATION TEXT

BS8002 - BUSINESS STRATEGY & CONSULTING

ACADEMIC COURSE DIRECTOR
Name: Eric Cassells

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.

KNOWLEDGE OBJECTIVES

- 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

SKILL OBJECTIVES

- 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 METHODS

The course will be delivered by a mix of face-to-face lectures and workshops. Lecture content and workshop material will be made available through an interactive online teaching and learning hub – The Summer School Hub.

Each lecture will be followed by a supporting class which will use case studies, structured discussions and in-class exercises to demonstrate the application of concepts delivered in face to-face lectures. In addition there will be a guest speaker programme as well as a range of academic trips to put the course material into a practical context.

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 numerical breakdown of results will not be provided.

SELECTED ACADEMIC SOURCES

The following are ‘author’ references which are starting points for reading. Course lecturers will supply official course reading lists.

KEY FOUNDATION TEXT


ADDITIONAL READING

- The Times
- FT
- Economist
BS8001 - STRATEGIC MARKETING

ACADEMIC COURSE DIRECTOR
Name: Angela Dalrymple

COURSE AIMS

This course will review and appraise contemporary marketing strategy, literature and practice to provide students with a comprehensive understanding of marketing and business strategy.

KNOWLEDGE OBJECTIVES

- Key marketing concepts and definitions
- Key business strategy concepts
- Delivering competitive advantage through strategic marketing
- Marketing management in a global context
- The changing role of digital technologies in marketing

SKILL OBJECTIVES

- Critical reasoning and appraisal of marketing strategies and programmes
- A global perspective of contemporary marketing practice
- Ability to operate within a changing global marketing environment
- 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:

- Think in the terms of a professional marketer
- Read and evaluate specialist marketing literature / cases
- Apply strategic marketing concepts to the global digital economy

TEACHING METHODS

The course will be delivered by a mix of face-to-face lectures and classes. Lecture content and class material will be made available through an interactive online teaching and learning hub: The Summer School Hub.

Each lecture will be followed by a supporting class which will use case studies, structured discussions and in-class exercises to demonstrate the application of concepts delivered in face to-face lectures. In addition there will be a guest speaker programme as well as a range of academic trips to put the course material into a practical context.

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 numerical breakdown of results will not be provided.

SELECTED ACADEMIC SOURCES

KEY FOUNDATION TEXT


SUPPLEMENTARY READING


ADDITIONAL READING

Marketing
Marketing Week
Campaign
The Times
FT
Economist

RESEARCH SOURCES

Datamonitor
Euromonitor
Market Research Society
ESOMAR
Direct Marketing Association
Advertising Standards Authority
The Economist – Pocket World in Figures
GROUP ASSIGNMENT

The below information applies to the following Summer School courses only:

- The Entrepreneurial Smart-Camp
- Business Strategy & Consulting
- Strategic Marketing

All students on the above courses will contribute to a group assignment. Typically the groups will consist of 5-8 students.

ASSIGNMENT OBJECTIVES

The objectives of the different assignments may vary, but are likely to include:

- an application of techniques, principles or concepts gained during the Summer School to the analysis of a specific problem arising in an organisation or
- further development of a generalised technique or model or
- a deeper understanding and explanation of the literature relating to a pertinent area of management
- experience of working in a team
- presentation skills

TEACHING METHOD

1. Students will be allocated groups by the Programme Team at the start of the course – switching is not permitted.

2. Presentations will take place in the last week of the relevant Summer School course. Students must attend all presentations on their Summer School course as part of the assessment unless instructed otherwise. The presentation will be assessed.

3. The group report will be submitted immediately after the presentation for assessment – students are encouraged to make effective use of the Notes Pages facility to augment text on the slides.

ASSESSMENT

The assessment of the group project is by group presentation and group report. The final report will be assessed by the Academic Course Director and another member of staff. Each member of the group will receive the same mark as other members of the group. It is therefore essential that each member of the group contributes equally.