

**Imperial College  
London**  
BUSINESS SCHOOL

# SUMMER SCHOOL 2014

STUDY AT ONE OF THE WORLD'S LEADING UNIVERSITIES AND EXPERIENCE THE BEST OF LONDON





# ABOUT THE PROGRAMME

**The Business School sits at the heart of Imperial College London, which is ranked in the top 10 universities globally\***

We offer a suite of challenging three-week Summer School courses that are designed to enrich, enhance and develop your business knowledge and practical skills. A comprehensive social programme accompanies the courses and will ensure that you experience the best of London alongside your new group of friends.

Our courses are full-time, intensive and academically rigorous. They consist of face-to-face lectures, tutorials and field trips.

## KEY FACTS

- Four courses across two sessions
  - Enrol in a course from either session, or make the most of your summer and study in both
  - Open to undergraduates, postgraduates and young professionals
  - Course dates: 30 June-18 July, 21 July-8 August
  - Credit: 3 – 4 US credits / 7 ECTS\*
  - APPLICATIONS NOW OPEN
- \*A student's home institution will determine how much credit is awarded.



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**The Summer School programme benefited me through giving me an insight on what life in Imperial and London is like. Additionally, it provided me with the opportunity to expand both my professional and social networks.**

Dennis Helderman,  
Former Summer  
School student

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# COURSE INFORMATION

## SESSION ONE: 30 JUNE-18 JULY

### FINANCE

Learn about the key concepts of finance in the financial capital of Europe. Taught by Imperial's leading Finance Faculty and esteemed practitioners, this course puts the latest academic thinking and business strategies into practice.

### STRATEGIC MARKETING

Review and appraise contemporary marketing strategy, literature and practice to develop a comprehensive understanding of marketing and business strategy in a modern business context.

## SESSION TWO: 21 JULY-8 AUGUST

### BUSINESS STRATEGY & CONSULTING

Critically apply business strategy theories to diagnose, manage, and change common challenges faced by organisations. Concepts of consulting will also be analysed to explain strategic approaches for managing consulting projects and clients.

### INNOVATION & ENTREPRENEURSHIP

Challenge yourself to recognise and understand the importance of innovation and entrepreneurship in a contemporary business environment. Learn how entrepreneurs transform innovative ideas into viable products and services.

## 2013 SUMMER SCHOOL CLASS PROFILE

From  
over

# 50

universities around  
the world

# 72%

of students are  
18 – 23 years old

# 96%

of Summer School 2013  
students would recommend  
their course to a friend

# 34

different nationalities

## KEY BENEFITS

- Study at a leading university
- Gain academic credit towards your studies
- Enhance your CV
- Experience a summer abroad in London
- Enjoy the lively social programme and make new friends



**Imperial College's Summer School is a valuable and fun learning experience, which gives students a solid overview of their chosen subject and the chance to meet students from all over the world in London.**

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**Chryso Kolakkides**  
Former Summer School student



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