Imperial College London

University of the Year 2023 by The Daily Mail University Guide

Creating Entrepreneurial Impact for a Sustainable Future

– learning journey securing your future in the post pandemic economy

15th to 29th July 2024

Overview

Societal grand challenges are massive social and environmental issues such as Digitisation, Artificial Intelligence (AI) and Automation, Climate Change, Energy, Water, Food, Health, Ecology, Poverty and Equality. These transcend national borders and have potential or actual negative effects on large numbers of people, communities, business and the planet.

Business models will be impacted, new economic opportunities will emerge and social solutions will need to be found. The post pandemic global economy requires a new generation of creative business and social entrepreneurs.

This programme will introduce the definitive framework that relates to the grand challenges and tries to define goals for a sustainable future - the United Nations Sustainable Development Goals (SDGs) – Figure 1.

Thereon, the programme will consider the impact this will have on business models and practice and use the EntreComp (Figure 2) framework to give tangible knowledge and skills that will be needed in the new economy.
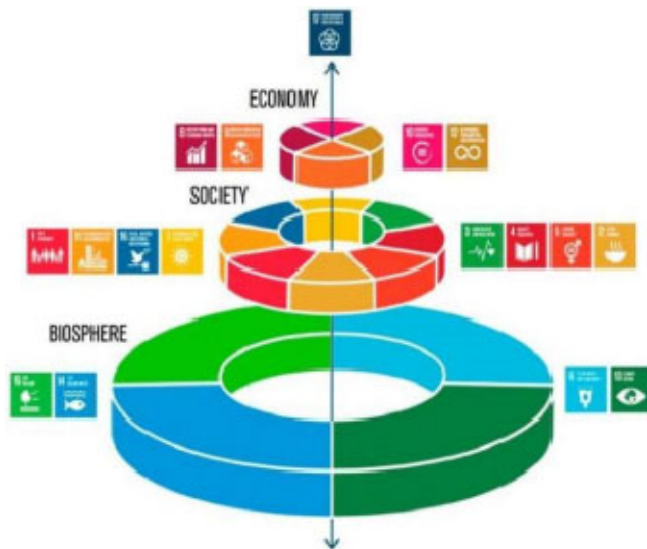
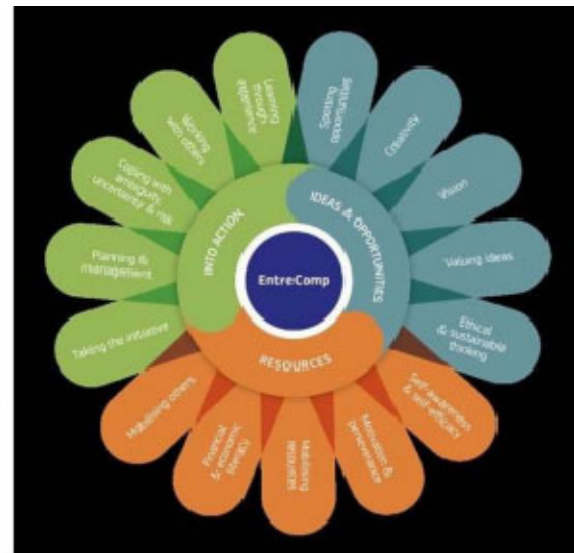Figure 1. The Contribution of UNESCO Chairs toward Achieving the UN Sustainable Development Goals[1]

Figure 2 - The European Entrepreneurship Competence Framework (EntreComp)[1]

We live in a rapidly changing society where it is essential that everyone has the capacity to act upon opportunities and ideas, to work with others, to manage dynamic careers and shape the future for the common good. To achieve these goals we need people, teams and organisations with an entrepreneurial mindset, in every aspect of life.

This programme will provide you with latest innovative tools in business and entrepreneurship to equip you with the knowledge and skillset need for the 21st century.

Course outline

Societal grand challenges provide a context in which to explore business knowledge and skill sets needed for entrepreneurship and business/social impact. The course will cover essential knowledge areas such as strategies, finance and leadership and encourage innovative thinking about Business models to explain how an enterprise succeeds to create, deliver and capture value. Business models are about designing the organisation to enact an opportunity. While there are numerous entrepreneurial opportunities, the challenge is to create viable businesses through designing appropriate value propositions, profit formulas, resources, and processes.

This study programme enables participants to systematically understand, design & differentiate new business models and facilitate innovative ideas for novel products and services.

Topics covered include:

- Introduction to grand societal challenges – UN SDG Framework
- Sustainable Cities and Communities
- Importance of Open Innovation Frameworks for Global challenges and business
- Innovating and commercialising business models
- Entrepreneurial finance
- Strategic Management & Competitive advantage
- Business strategy
- Leadership and team building
- How to write a business plan
- How to communicate your ideas
- Build and maintain networks (networking)
- Presentation to jury: business model & financials

Learning outcomes

On completion of this programme, students will be able to:

- Understand societal challenges and identify solutions
- Differentiate between product & business model innovation
- Analyse and evaluate your organisations using a SWOT analysis
- Understand finance, strategies and competitive advantage for new business models
- Basics of entrepreneurial finance and introduction to financial forecasting template
- Build & maintain effective networks for commercial benefits (networking)
- Pitching ideas and making impact

Team based learning via group project

The goal of the group project is to consolidate learning while inspiring potential ideas and solutions to the UN's Sustainable Development Goals (SDGs). Students will be allocated in small groups, identify a business idea to address a problem from one of the UN's SDGs. Based off the learnings of the course, each student group/team will develop a business model for this idea and pitch their business idea to a panel on the last day of the programme. The group project will enable students to develop their team building skills as part of the learning.

Learning through visits

Students will have the opportunity to meet and hear from entrepreneurs who will share their success journeys. This includes a visit to a company, providing insights into the entrepreneurs' paths to success.

Programme structure and teaching methods

30.5 learning hours delivered by thought leaders to include:

- Lectures with interactive exercises, group discussions and questions.
- Group projects for assessing the learning outcomes, supported by Q&A/tutorials.
- Guest speakers will include start-up founders, investors, mentors and innovators etc.
- Final day for project presentation.

All classes will be between 09:30 and 16:30 UK time.

Project work will be done through team-based learning and tutorials. Final projects will be presented in groups on the last day of the programme. A prize will be awarded to the team with the best project.

The entire programme will be taught in English.

Who should attend?

This programme is designed for undergraduate or postgraduate students motivated to be part of the new global economy. You need to be interested in learning about societal 'grand' challenges, innovation, entrepreneurial thinking and developing business ideas.

This programme is also relevant to PhD students with an interest in commercialising their research.

Entry requirements

All students are expected to be studying an undergraduate or a postgraduate degree in any subject disciplines, at a well-recognised university.

- Applicants should normally demonstrate good overall university performance in their current year of study.
- Applicants must be at least 18 years old before the start of the summer school.
- Applicants should have a good command of English, and if it is not their first language, they will need to satisfy the College requirement as follows:
  - a minimum score of IELTS (Academic Test) 6.5 overall (with no less than 6.0 in any element) or equivalent.
  - TOEFL (iBT) 92 overall (minimum 20 in all elements)
  - CET- 4 (China) minimum score of 550.
  - CET- 6 (China) minimum score of 520

*The English qualification certificate is waived for the student undertake high education (undergraduate or postgraduate) studies in English. If you have difficulty providing the above evidence, you will be required to attend an online interview.

Certification

Students will receive a verified Imperial College London certificate of attendance on successful completion of this programme and a prize will be awarded to the best project team. Each student will also receive a transcript for their project marks.

Cost

The cost of the summer school is **£4680**. The fee includes all tuition which covers:

- Lectures, project work, supporting materials, Imperial College certificate of attendance and transcript;
- Visits and social activities in the programme schedule;
- Lunches and refreshments on weekdays from 17th July to 23rd July;
- Accommodation fee for 14 nights;
- Overseas insurance expenses;
- A London Transport card with a top-up value of £5;
- An airport shuttle service on a fixed schedule.

Application

Applications are made through the online application portal:
http://www.globaluniversityonline.org/hqdx.php/course_master/detail/65.

*You will need to upload a copy of your university transcript and evidence of English language proficiency in the above website. It is important that the transcript includes your full name. (If this document is not in English, please provide a brief translation.)

The deadline of summer school application is **23:59 6th May (UK time)**.

*To prevent potential disappointment, we highly recommend that you submit your application at your earliest convenience. Our admissions process operates on a **rolling system**, meaning applications are assessed and decisions are made on a first-come, first-served basis. Applying earlier grants you access to a larger pool of available places to offer for evaluation.*

Scholarship Application

Please note you are eligible to apply for the scholarship and get a tuition fee deduction. A scholarship of **up to £500** will be provided by *Global University Online*. To apply, please click the link below, complete an online application form and upload your personal statement (within 500 words) and CV/resume: http://www.globaluniversityonline.org/hqdx.php/scholarship/detail/29.html.

The deadline of scholarship application is **23:59 24th March (UK time)**.

*In order to ensure the prompt and efficient processing of your scholarship applications, **it is imperative that you submit your scholarship application on the same day as your application materials.***

Programme Director

Dr Ebrahim Mohamed

Visiting Fellow, Centre for Continuing Professional Development, Imperial College London.

Innovation expert and former Director of MBA & Principal Teaching Fellow, Imperial College Business School.

Ebrahim Mohamed is an innovation expert and formerly Director of Executive MBA programmes at Imperial College Business School where he worked for over 20 years. Ebrahim was one of the founding team members of the Imperial Entrepreneurship HUB and received the prestigious Imperial College Graduate School Award for contribution to Innovation/Entrepreneurship (transferable skills) programme. Ebrahim has mentored executives, young professionals and entrepreneurs for over two decades from the elite institutions of the UK and Europe.

Ebrahim held one of the most significant roles in Europe as the Director of Education at Climate-KIC where he was mandated to define the new paradigm for climate innovation education. Climate-KIC is Europe's leading organisation focused on innovation opportunities to mitigate and adapt to societal grand challenge of climate change. It is a public-private partnership with an impressive array of over 200 organisations including academic partners (Imperial College, ETH Zurich, UPMC and Oxford University), research institutes (Grantham and Potsdam) and a multitude of corporate partners from across Europe (KLM, ENGIE, Velux, Knight Frank). Through this work Ebrahim has a strong foundation on the innovation agenda of grand challenges. He is a specialist in the field of entrepreneurship education and helped spearhead Climate-KIC's reputation in technology and innovation in Europe.

Ebrahim continues to work with a number of prestigious international Business Schools such as INSEAD, DUKE-FUQUA, Columbia and Stanford University on the challenges of education and business. He has been an expert advisor to multiple EU Agencies, EU Skills Agenda and the new EU Framework Programme. Ebrahim is currently working on initiatives empowering women as technology innovators and leaders. Also, he is focusing on MedTech and Cybersecurity entrepreneurship training. Ebrahim works as a freelance teacher at the London School of Economics and the Open University.

Ebrahim has received accolades for innovation in entrepreneurship education from the European Commission, OECD, Comite21, The Guardian and Forbes. Ebrahim is an ESRC (UK Economic and Social Research Council) Scholarship Winner, a graduate form the London School of Economics and a Fellow of the UK Higher Education Academy and has contributed regularly to the Financial Times, Independent Times, Guardian and other media channels.

Sessions description:

Societal 'Grand' Challenges & Introduction to Business Model Innovation

In this session we introduce students to the course and discuss the UN Sustainable Development Goal (SDG) framework and discuss characteristics of business models and business model innovation. This course gives a strong foundation for students to learn key entrepreneurial skills.

Content

- Societal 'Grand' Challenges and United Nations Sustainable Development Goals
- Defining solutions and designing your own Business Models
- Systematically understand, design & differentiate new business models
- Facilitate innovative ideas for novel products and services
- Difference between market-pull and technology-push
- Real life examples to understand innovation in business models

Learning outcome

- Critical understanding of societal 'grand' challenges, business models and innovation

Project Introduction & briefing

Students will be allocated in small groups, identify a business idea to address a problem from one of the UN's SDGs.

Designing Business Models, Rapid Prototyping and 'Open' Innovation

In this session we discuss the business model canvas and review business model canvas characteristics of business models and business model innovation.

Content

- Business model canvas
- Rapid Prototyping of business models for real life examples
- Four steps to developing a business idea
- Analyse and evaluate your own enterprising skills and entrepreneurial attributes using a SWOT analysis
- 'Open' Innovation

Learning outcome

- Critical understanding of what you do well, to address what you're lacking, to minimize risks, and to take the greatest possible advantage of chances for success.

Creativity and Ideas Generation

This session helps students "to think outside the box" to generate ideas. The techniques presented and tried during the session are particularly useful for people who do not believe they have time to think differently due to the pressures of daily life. The session will take students through a pragmatic 6 stage problem solving process. Students will apply the process from problem definition through to implementation.

Team building Workshop

Through the medium of practical exercises and guided review, students will explore ways in which team performance can be enhanced. The session will give students the opportunity to participate in a range of fun tasks designed to highlight common ways in which team performance can come unstuck and the behaviours that can mitigate against this.

Sustainable Cities and Communities

As the world's population continues to grow and urbanize there is an urgent need to create cities that are sustainable, liveable, and resilient. The United Nations' Sustainable Development Goals (SDGs) provide a roadmap for achieving this vision, and technology is playing a key role in enabling us to reach these ambitious targets. In this lecture we will explore some of the most promising technology themes that are driving the development of sustainable cities and communities. From smart grids and energy storage systems to circular economy technologies, digital platforms for citizen engagement, and advanced water management systems. These technologies are helping us to reduce waste, promote resource efficiency and create more equitable and liveable urban environments. We will also examine several case studies that illustrate how these technologies are being applied in practice and their impact on achieving the SDGs. We will conclude with a roadmap of technologies for sustainable cities for the year 2050.

Entrepreneurial Finance

In this session we introduce the fundamentals of developing a successful business. The students will learn about finance for entrepreneurial ventures.

Content

- Understand key elements of Entrepreneurial Finance
- Statement of Financial Position (Balance Sheet), Profit & Loss a/c, Cashflow Statements
- Net Present Value – valuation models
- Introduction to financial forecasting template
- Competitive advantage for new business models

Learning outcome

- Developing fundamentals for successful business

Strategic Management & Competitive Advantage

In this session, students will be exposed to various frameworks used to cultivate enduring competitive advantage by business.

Content

- Industry Analysis – Michael Porter 5 Forces
- Value Chains
- Competitive Advantage
- Core Competencies – Hamel and Prahalad

Learning outcome

- Understanding of parameters that drive enterprise competitive advantage

Business plans and Effective Pitching Skills Workshop

In this practical session, students will learn about business plans consolidating learning from earlier weeks and be exposed to importance of pitching skills for entrepreneurial impact. This session will prepare the learners for the final week of pitching.

Content

- Introduction to writing Entrepreneurial Business Plans
- Synthesising from first principles
- How to write an impactful business plan
- What investors look for?

- Pitching skills for your idea to raise investments and generate revenue

Learning outcome

- Effective entrepreneurial communication

Implementation for Impact and Risk Management

In this session, students will be exposed to various techniques in project implementation/management and other practical issues for entrepreneurship. This session will be focused on implementation concerns for entrepreneurship and risk.

Content

- Project Management
- Project Planning and Control
- Practical Matters – Legal etc.
- Risk Management

Learning outcome

- Effective in early stages of entrepreneurship implementation and risk management

Developing effective networks and communicating your idea for investment

In this session, students will be exposed to various techniques to be effective in networking and communicating their entrepreneurial idea with a business plan and an effective business pitch.

Content

- How to build and maintain effective networks (networking)
- Real life examples of commercial gains from networking
- How to write an impactful business plan
- Pitching your idea to raise investments and generate revenue

Learning outcome

- Effective in early stages of entrepreneurship through networking and effective communication

Project presentation - pitching to panel

The goal of the group coursework is to consolidate learning while inspiring potential ideas and solutions to the UN's Sustainable Development Goals (SDGs). In your pre-defined groups, identify a business idea to address a problem from one of the UN's SDGs. Based off the learnings of the course, you need to develop a business model for this idea.

Content

- Pitch your business idea
- Best presentation award
- Feedback from jury

Students need to prepare a PowerPoint and financial excel with an elevator pitch. This pitch should include the following: Introduction to team; details of the goal selected, and why; a business opportunity that addresses that SDG; using the required reading (Porters 5 forces), an analysis of the current market environment for that business opportunity.

PHOTOS OF 2024 WINTER SCHOOL