## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome</td>
<td>3</td>
</tr>
<tr>
<td>Introduction</td>
<td>4</td>
</tr>
<tr>
<td>Learning Objectives</td>
<td>5</td>
</tr>
<tr>
<td>Teaching Method and Indicative Core Content</td>
<td>5</td>
</tr>
<tr>
<td>Assessment</td>
<td>5</td>
</tr>
<tr>
<td>Contract of Responsibilities</td>
<td>6</td>
</tr>
<tr>
<td>Group Working</td>
<td>7</td>
</tr>
<tr>
<td>Course Schedule</td>
<td>8</td>
</tr>
<tr>
<td>Deadlines &amp; Late Penalties</td>
<td>9</td>
</tr>
<tr>
<td>Grading</td>
<td>9</td>
</tr>
<tr>
<td>Getting Help</td>
<td>9</td>
</tr>
</tbody>
</table>
Welcome from Edgar Meyer  
Associate Dean, Undergraduate Studies  
Imperial College Business School

Dear Student,

I am delighted to welcome you to the Innovation & Entrepreneurship Challenge, as part of the Imperial Horizons Programme. You are embarking on an exciting and challenging course where we will introduce you to a range of ideas, concepts and models relevant to entrepreneurship. The faculty have designed a course that will stimulate your thinking and demonstrate to you how theory and practice interact. By working hard and engaging with the materials and the faculty, you will develop knowledge and skills that will stand you in good stead in your future endeavours.

The handbook contains key information about the course. You should make sure you read this!

I wish you all a successful and enjoyable term.
Introduction

This Handbook is aimed at students who are registered for the Innovation & Entrepreneurship Challenge option within the Imperial Horizons Programme. It is designed to provide information and advice on how to get the most from your course. We hope that you will enjoy your studies with us and that you will find the course an interesting and stimulating supplement to your other subjects.

Delivered by experts from the Imperial College Business School, the Innovation & Entrepreneurship Challenge will introduce students to the defining concepts of entrepreneurship, how to identify entrepreneurial opportunities and mobilise resources.

This course is designed to complement HBI01 Introduction to Management and HBI02 Professional Skills for Employability.
Learning Objectives

On successful completion of the course, you will be able to:

- Understand and appreciate fundamental concepts related to entrepreneurship
- Understand how entrepreneurial opportunities are discovered, evaluated, and pursued
- Appreciate opportunities and challenges associated with starting up a new venture, including resource mobilisation to support new venture growth

Teaching Method and Indicative Core Content

The module comprises seven thematic sessions plus a wrap-up session:

- Entrepreneurship: what it is and what it is not, recognition of different types of entrepreneurial ventures
- Entrepreneurial opportunity: what are they, where do they come from, how they are evaluated and pursued
- Resource mobilisation for new ventures, scale-up and growth, contexts for entrepreneurship, entrepreneurial ecosystems

Assessment

Case study based group assignment (no more than 2,500 words) (100%)
Please note that 75% attendance is also required to pass the course.
Contract of Responsibilities

Attendance

- I will endeavour to attend every session of this course (minimum attendance requirement: 75%)
- If I am unavoidably absent, I will inform the Innovation & Entrepreneurship Challenge Course Coordinator, Katie Leung, of the reason before the session or at the latest by midday on the following day
- I will arrive at the lecture session promptly and understand that being late is discourteous to the lecturer and is not acceptable
- I will discuss any problems with attendance or punctuality with the Course Coordinator at the earliest opportunity

Group Working

- I will be a productive member of my group
- I will be attentive during all sessions and will ask questions or participate in discussions and tasks set
- I will actively participate in all group activities

Assessment

- I understand that I will be assessed for this course via a case study based group assignment (no more than 2,500 words) (100%)
- I understand that I must also achieve a 75% attendance rate to pass the course.
- I understand that there is no re-sit opportunity.
Group Working

Group working is an important aspect of the Innovation & Entrepreneurship Challenge – it is a skill that you will use throughout your studies at Imperial College and beyond into your professional life.

Please find below some key aspects of group working for you to understand and consider throughout the duration of this course:

Every member of the group should strive to:

- Contribute their ideas and opinions to the discussion / task in hand
- Respect the ideas and opinions of other group members
- Avoid interrupting other group members when they are speaking
- Not dominate the discussion – please remember to give other group members the opportunity to speak and contribute
- Constructively criticise other people’s arguments but don’t directly criticise individuals
- Listen to other members of the group and respond when appropriate
- Agree that there are no stupid contributions or questions – everybody will have different knowledge and experience and this must be respected
- Prepare between classes and agree actions and deadlines amongst your group
**Course Schedule:**

<table>
<thead>
<tr>
<th>Autumn Term Dates</th>
<th>Spring Term Dates</th>
<th>Lecturer</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>25-Oct-16</td>
<td>17-Jan-17</td>
<td>Erkko Autio</td>
<td>Types and Sources of Entrepreneurs</td>
</tr>
<tr>
<td>01-Nov-16</td>
<td>24-Jan-17</td>
<td>Erkko Autio</td>
<td>Types and Sources of Opportunity</td>
</tr>
<tr>
<td>08-Nov-16</td>
<td>31-Jan-17</td>
<td>Erkko Autio</td>
<td>Discovering an Idea</td>
</tr>
<tr>
<td>15-Nov-16</td>
<td>07-Feb-17</td>
<td>Erkko Autio</td>
<td>Organising and Resourcing for Start-up and Growth</td>
</tr>
<tr>
<td>22-Nov-16</td>
<td>14-Feb-17</td>
<td>Erkko Autio</td>
<td>Dealing with Finance</td>
</tr>
<tr>
<td>29-Nov-16</td>
<td>21-Feb-17</td>
<td>Erkko Autio</td>
<td>Innovating with Business Models</td>
</tr>
<tr>
<td>06-Dec-16</td>
<td>28-Feb-17</td>
<td>Erkko Autio</td>
<td>Engaging the Entrepreneurial Ecosystem</td>
</tr>
<tr>
<td>13-Dec-16</td>
<td>07-Mar-17</td>
<td>Erkko Autio</td>
<td>Summary</td>
</tr>
</tbody>
</table>
Deadlines & Late Penalties

Please note that deadlines set throughout this course are the latest dates by which you can hand your work in. You may obviously submit earlier if you wish.

In accordance with College policy, work submitted late will not be marked and will receive a zero grade.

Grading

The grading for Innovation & Entrepreneurship Challenge is as follows:

**Fail:** 0 – 39%
**Pass:** 40 – 59%
**Merit:** 60 – 69%
**Distinction:** 70 – 100%

Any fails will **NOT** be recorded on transcripts. You therefore have everything to gain from taking the course which aims to be enjoyable and rewarding.

Getting Help

We hope you will enjoy the Innovation & Entrepreneurship Challenge and that it will be problem-free. However, if you have any concerns during your course, please contact the Course Coordinator, **Katie Leung**.