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Welcome from Edgar Meyer
Associate Dean, Undergraduate Studies
Imperial College Business School

Dear Student,

I am delighted to welcome you to Introduction to Management, as part of the Imperial Horizons Programme. We are fortunate to have the opportunity of contributing to your development of managerial skill sets, which are vital in today’s environment, irrespective of one’s own professional background. You are embarking on an exciting and challenging course where we will introduce you to a range of ideas, concepts and models relevant to working successfully in organisations. 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 Introduction to Management 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.

Introduction to Management is an innovative course which aims to introduce you to the driving forces behind contemporary global management and business. Delivered by world leading experts from the Imperial College Business School and supported by an interactive business simulation, you will explore a broad spectrum of key business and management issues. This series of master-classes offers you an exciting opportunity to learn about contemporary global business management.

This course is designed to complement HBI02 Professional Skills for Employability and HBI03 Innovation & Entrepreneurship Challenge.
Learning Objectives

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

- Demonstrate an awareness of key management principles and the global environment in which contemporary businesses operate
- Recognise how business theories and ideas can be used in practice
- Describe the workings of a management team, having completed an interactive business simulation
- Exercise judgement and recommend appropriate solutions for routine management problems
- Articulate more clearly your personal interests, abilities, strengths, and weaknesses should you be wishing to pursue a career in management
- Demonstrate an awareness of group working

Indicative Core Content

The main ideas communicated within the lectures are:

- Economics
- Accounting
- Marketing
- Organisational Behaviour/Human Resource Management
- Business Strategy
- The Chinese Global Trade Revolution

You will use BrandPro, a business simulation, towards the end of the module to practice your learning.
Teaching Methods

The course will initially consist of 5 face to face lectures. Each lecture will comprise of specialist academic content which will provide you with the tools necessary to perform successfully in the business simulation.

The BrandPro simulation will run over the latter weeks, during which you will also receive briefings/ debriefs after each round.

Assessment

- BrandPro Group Business Simulation (75%)
- Individual Exam MCQ (25%)

Please note that students must complete both parts of the assessment, and 75% attendance is 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 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 activities for the duration of the BrandPro Simulation

Assessment

- I understand that I will be assessed for this course in the following ways:

  Group Business Simulation (75%) - Assessment grade based upon a ‘balanced scorecard’, critical simulation metrics and board minutes

  MCQ Exam (25%)

- I understand that I must complete both parts of the assessment, and 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 Introduction to Management course – 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
## Autumn Course Schedule:

<table>
<thead>
<tr>
<th>Date</th>
<th>Lecturer</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>25-Oct-16</td>
<td>Edgar Meyer &amp; Esther Boler</td>
<td>Welcome &amp; Economics</td>
</tr>
<tr>
<td>01-Nov-16</td>
<td>Antoine Vernet</td>
<td>Strategy</td>
</tr>
<tr>
<td>08-Nov-16</td>
<td>Jeremy Fernando</td>
<td>Accounting</td>
</tr>
<tr>
<td>15-Nov-16</td>
<td>Johannes Hattula</td>
<td>Marketing</td>
</tr>
<tr>
<td>22-Nov-16</td>
<td>Edgar Meyer &amp; Colin Love</td>
<td>Organisational Behaviour &amp; Introduction to BrandPro Simulation</td>
</tr>
<tr>
<td>29-Nov-16</td>
<td>Colin Love</td>
<td>China &amp; A New World Order and BrandPro Simulation</td>
</tr>
<tr>
<td>06-Dec-16</td>
<td>Colin Love</td>
<td>BrandPro Simulation</td>
</tr>
<tr>
<td>13-Dec-16</td>
<td>Colin Love</td>
<td>BrandPro Simulation De-brief</td>
</tr>
</tbody>
</table>

**Important:** the date of the final MCQ test will be confirmed after the start of session.

## Spring Course Schedule:

<table>
<thead>
<tr>
<th>Date</th>
<th>Lecturer</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>17-Jan-17</td>
<td>Edgar Meyer &amp; Esther Boler</td>
<td>Welcome &amp; Economics</td>
</tr>
<tr>
<td>24-Jan-17</td>
<td>Antoine Vernet</td>
<td>Strategy</td>
</tr>
<tr>
<td>31-Jan-17</td>
<td>Jeremy Fernando</td>
<td>Accounting</td>
</tr>
<tr>
<td>07-Feb-17</td>
<td>Rajesh Bhargave</td>
<td>Marketing</td>
</tr>
<tr>
<td>14-Feb-17</td>
<td>Edgar Meyer &amp; Colin Love</td>
<td>Organisational Behaviour &amp; Introduction to BrandPro Simulation</td>
</tr>
<tr>
<td>21-Feb-17</td>
<td>Colin Love</td>
<td>China &amp; A New World Order and BrandPro Simulation</td>
</tr>
<tr>
<td>28-Feb-17</td>
<td>Colin Love</td>
<td>BrandPro Simulation</td>
</tr>
<tr>
<td>07-Mar-17</td>
<td>Colin Love</td>
<td>BrandPro Simulation De-brief</td>
</tr>
</tbody>
</table>

**Important:** the date of the final MCQ test will be confirmed after the start of session.
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 Introduction to Management 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 Introduction to Management course which aims to be enjoyable and rewarding.

Getting Help

We hope you will enjoy your Introduction to Management course and that it will be problem-free. However, if you have any concerns during your course, please contact the course Coordinator, **Katie Leung**.