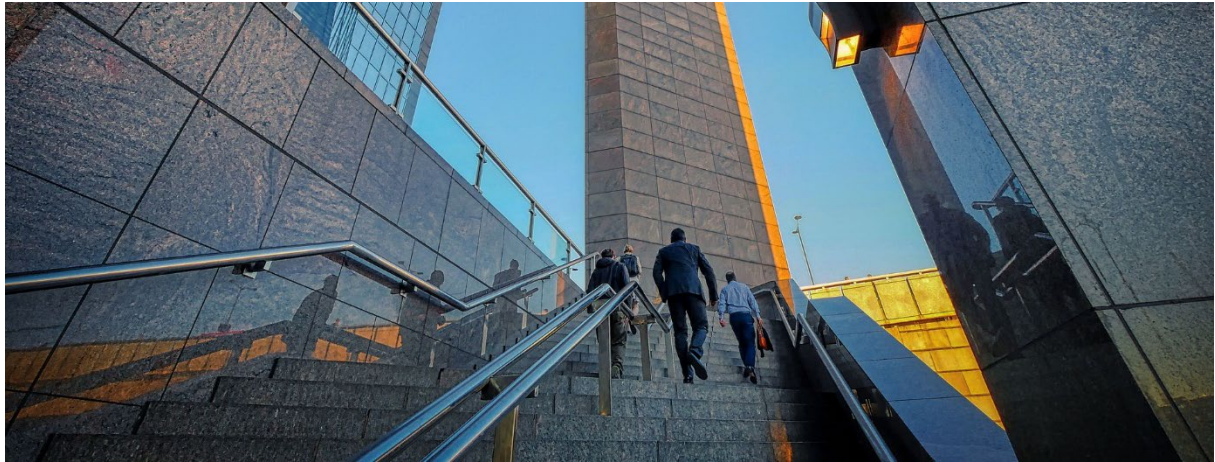


IMPERIAL

Strategy & Consulting Summer School

Build your toolkit for a career in strategy and management consulting.

4th to 15th August 2025 at Imperial College London



IMPERIAL COLLEGE LONDON

Consistently rated amongst the world's best universities (1st in Europe and 2nd in World, QS World University Rankings 2024), Imperial College London is a science-based institution with an international reputation for excellence in teaching and research. Imperial attracts over 22,000 students and 8,000 staff of the highest international quality from over 126 different countries.

Founded in 1907, Imperial is renowned for ground-breaking research, an outstanding tradition of translation of research for societal and economic good, a highly talented community of staff, students and alumni, and international reach. Our mission is to achieve enduring excellence in research and education in science, engineering, medicine, and business, for the benefit of society.

IMPERIAL BUSINESS SCHOOL

The Business School is an exceptional institution at the leading edge of business education and research. We collaborate across Imperial as a world-class science and technology university, and across extended networks to address the critical societal challenges of today and tomorrow. The school is known for its entrepreneurial culture, which merges business disciplines with a science-based curriculum. According to the 2023 QS MBA Rankings, Imperial's MBA programme ranked 3rd in the world for entrepreneurship. In the latest Research Excellence Framework, the business school ranked 2nd in the UK for business and management.

SUMMER SCHOOL OVERVIEW

Management consultants are often the uncredited architects of business success in the global economy. Consultants work on assignments that help client organisations address their most difficult problems and pursue their highest priority goals. Consulting teams are catalysts that enable clients to pursue their goals and make investments in the future.

Consulting is one of the most popular career choices for graduates. Within the various flavours of consulting, strategy is the most aspirational, attracting top talent globally. Strategy consultants advise the senior leadership team of a company in formulating and executing business strategies that deliver competitive advantage over rival firms. Typical assignments include setting long-term goals, supporting mergers and acquisitions, assessing new market expansion possibilities, and planning organisational change. Strategy consultants work across every industry, advising private, public, and charitable sector companies.

For graduates, a career in consultancy or in an industry-based strategy role provides exposure to high-performing peers and role models. Consulting firms attract highly motivated, accomplished and intellectually curious individuals, making for a dynamic and exciting work environment. Careers in strategy consulting provide access to a breadth of assignments and steep learning curves. Success in a prestigious consulting firm can open career options ranging from investment banking and private equity to start-up roles and industry positions across a broad range of sectors.

Target audience and approach to teaching:

This summer school is designed for undergraduates of any discipline considering a career in strategy and/or management consultancy. Students will be introduced to key concepts by experienced consultants and develop an understanding of the consulting industry and corporate roles in strategy teams.

The course will teach you the consulting mindset, underpinned by the processes and techniques used by strategy consultants for critical thinking and problem solving. You will learn from the insights provided by experienced management consultants and undertake strategy case studies. You will collaborate with your peers to form high-performing teams and learn how to structure and deliver a professional consulting presentation. The course teaches client management skills and presents ethical dilemmas for discussion and resolution. Applied learning techniques including facilitated data analysis, and interactive role plays. The summer school supports the development of core consulting skills relevant to students seeking a career in consulting and/or a strategy-focused role in industry.

Teaching will take place over two weeks on campus at Imperial Business School and will be taught in-person. Students will be required to attend five days per week. There will be lectures and in-class supervised group activities, culminating in a consulting-style team panel presentation.

Topics covered include:

- Insights into the management consulting industry,
- Case studies in corporate and competitive strategy, for example: mergers and acquisitions, strategy formulation and new market assessment,
- What it means to be a consultant in the early stages of a career,
- Assignment scoping and client management techniques,

- Principles of ethical decision-making,
- Structured problem solving and insight generation,
- Data analysis and chart creation,
- Options assessment and presentation of client recommendations.

Team learning through in-class exercises and a scenario-based group project:

Students will work in small teams on strategy cases in the first week. In the second week, a scenario-based group project will be presented by an external guest who will act as the client for the student participants. Student groups will be expected to develop and present a solution for the client that:

- i. addresses the challenge that was presented by the client,
- ii. provides creative ideas on how the client's needs could be achieved,
- iii. follows good research and data analysis practice,
- iv. shares data insights using graphical chart representation,
- v. presents a structured storyline and clear messages,
- vi. delivers a compelling recommendation to the client.

Supervised by Imperial academics and external consultants throughout the programme, students will present the project findings to a panel of experts on the last day of the course.

Learning objectives:

On completion of this summer school, students will be able to:

- Understand key aspects of the management consultancy profession,
- Apply analytical techniques including synthesis and data presentation,
- Address ethical dilemmas relating to consulting firms and their clients,
- Think critically and creatively about client problems and shape potential solutions,
- Develop insights and present client recommendations in a professional way,
- Experience team-based learning and communication and through a group project.

In addition, students will have an opportunity to make new friends, get to know student ambassadors from Imperial College London through social activities and discuss opportunities for future study. They will experience what it is like to study in a world class university.

PROGRAMME STRUCTURE AND FORMAT

60 contact hours spread over two weeks covering lectures, in-class exercises, workshops, project work, social activities and relevant visits. Classes will be delivered on weekdays.

Students will be allocated to small groups for in-class exercise work which will be delivered through team-based learning with supervision. The final project will be presented in teams to a panel of experts 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.

SESSIONS DESCRIPTION

Introduction to Management Consulting and Strategy

The first session will provide an overview of the management consulting industry and explore strategy as an academic and professional discipline. The session will provide an overview of the full project lifecycle experienced by strategy consultants. Students will work in teams to explore client needs through a facilitated exercise.

Cases in Corporate and Competitive Strategy

This session will introduce case studies on core strategy concepts. Students will play the role of consultants in qualitative M&A scenarios: pre-deal assessment and post-merger integration. Feedback will be provided during in-class discussion. Students will also be taught how to approach market sizing case studies using quantitative techniques.

Managing the Consulting Firm

One of the key aspects of professional services firms is the effective and efficient management of the firm. Students will be exposed to the inner workings of professional services firms, providing insights into how decisions are made by senior leaders. Typical examples include how firms are organised, how they bid for new work, how they staff projects, how they maximise margins and how they plan and invest for the future.

Structured Approaches to Problem Solving

Students will tackle hypothetical client scenarios using structured approaches to issue diagnoses and idea ideas tree generation. The use of rigorous research and data analysis to test and prioritise hypotheses will be taught using proven methods used by consulting firms. There will be opportunities to role-play ethical dilemmas commonly experienced by consultants as they seek to serve client needs.

Early Career Expectations in Consulting

The formative years in graduate consulting roles are characterised by the need to master steep learning curves and to contribute to team success in demanding client environments. Students will learn about the core skill expectations of graduate positions in consulting and receive guidance on how to navigate common early career hurdles.

Introduction of the Client Challenge

Week Two will kick off with a morning introduction of the topic for the final presentation. One or more external guests from industry will take on the role of C-Level clients and set the scene for a complex business challenge. Students will work in teams to start to solve the client challenge through the day. Teams will be presented with feedback from a review session in the afternoon to help guide their efforts.

Client Management Skills

Students will explore a variety of techniques used by strategy consultants to help their clients navigate organisational change. The session will step students through different ways to cope with demanding clients, embracing the different personal styles and preferences of client stakeholders. Students will discuss the various tools that consultants use to manage stakeholder concerns and expectations as they seek buy-in to transformational change.

Data Analysis and Insight Visualisation

This session will teach practical approaches to manipulating, analysing, and presenting data in a visually compelling way. Experts in presentation design will share the ways that experienced consultants use text, charts, and conceptual imagery to provide clarity to clients. Students will have the opportunity to collaborate on data analysis and chart-creation tasks, following the methods used by consulting teams.

Professional Presentation Skills

The final aspect of the programme will focus on the skills used by consultants to share recommendations and to manage Q&A effectively. Students will practice pitching to clients and will be allocated supervised working time to enable them to build their newly acquired skills into their work ahead of the final panel.

ENTRY REQUIREMENTS

All students are expected to be studying an undergraduate degree, preferably in the final two years of their undergraduate studies, in any subject discipline.

English requirements:

All students are required to 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

Students will be asked to bring along their computer for project work.

TEACHING FACULTY

The summer school is directed by:



James Eteen, Senior Teaching Fellow in Strategy, and Academic Director of the MSc in Management Programme.

Mr Eteen was Partner and Co-Leader of the EY Strategy Practice in London until 2014. He is a Fellow of the Institute of Consultants and was the Sunday Times/MCA Strategy Consultant of the Year 2007.

The programme will be taught by teaching faculty from the Business School of Imperial College London and by external guest lecturers with consulting experience.

CERTIFICATION

Students will receive a verified Imperial College London certificate on successful completion of the summer school and a prize will be awarded to the best project team.

LOCATION

The summer school will take place at Imperial College London's South Kensington Campus, located amongst many famous [attractions](#) in London.

The culture triangle: neighbour to three of London's most prestigious (and free) museums. Right next door, the Science Museum. Across the road, the Victoria & Albert Museum, and around the corner? The Natural History Museum. From Neolithic to the latest scientific breakthroughs, experience it all just minutes from Imperial's doorstep.

The campus is also next to the famous Royal Albert Hall, one of London's most iconic music venues, established in 1871, host to the BBC Proms and countless world-famous international artists.

In addition, the beautiful Hyde Park and the famous Harrods Department Store are just a short walk from the campus.



Organised by the Professional Development and Summer Programmes Unit of the Institute of Extended Learning, in collaboration with Imperial Business School.

FEEDBACK FROM PAST SUMMER SCHOOLS' STUDENTS

[Extracted from MODES feedback: Business Strategy & Consulting Summer School - 2022 & 2023]

"I especially loved the teaching style and the way the professors were able to engage the audience. Every day was exciting, and the topics discussed were very interesting and relevant."

"Literally perfect! I gained endless and helpful support from all Imperial College support/summer school team members".

"Thank you very much for taking the time to provide us with such excellent insights from the consulting world!"

"Everything was very easy to follow and there was a good combination of practical skills and theory. It was very realistic having real consultants attending to give insights."

"My time at Imperial was one of the best in my life!"

"The stories of people that are currently working in consultancy were valuable, especially the way to think about solving a problem was great."