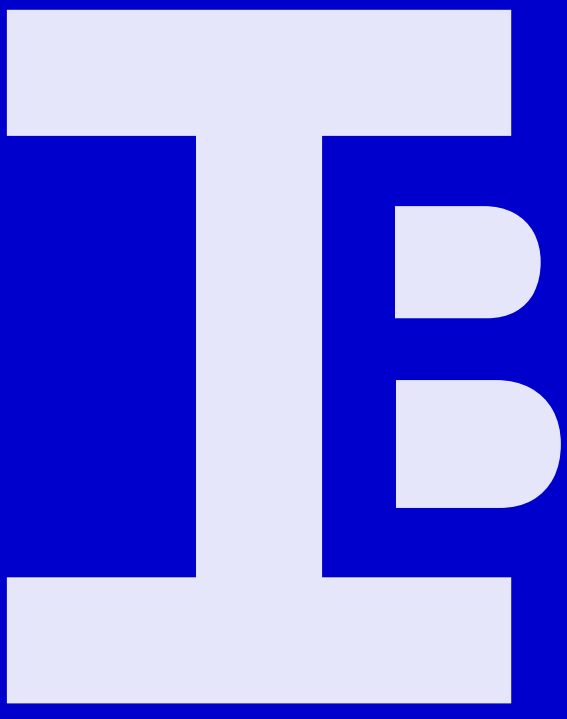
IMPERIAL
BUSINESS SCHOOL

Intercalated BSc

Programme Handbook 2025-26



IMPERIAL
BUSINESS SCHOOL

Contents

Mission Statement **4**

Academic Director's Welcome **5**

Student Support **6**

Programme Team 6

Pastoral Care & Wellbeing Team 7

Programme Overview **8**

Learning Outcomes 8

Skills Development 8

Weightings 9

The Hub 9

Communication 9

Programme Structure **10**

Programme Year Planner 11

Programme Assessment **12**

The Assessment Process 12

Assessment Scheme 13

Re-sit / Resubmission 13

Anonymity **14**

Additional Exam Arrangements **14**

Mitigating Circumstances **15**

Late Submission Policy **15**

Academic Misconduct **16**

Prizes **17**

Dean's List for Academic Excellence 17

Dean's Community Award for Students 17

Module Excellent Surveys (MODES) **18**

Additional Information **19**

Module Outlines **20**

BUSI60023 Accounting 20

BUSI60024 Health Informatics 22

BUSI60025 Global Strategy....24
BUSI60026 Organisational Behaviour & HR Management....27
BUSI60028 Marketing....29
BUSI60029 Managing Healthcare Organisations....31
BUSI60030 Health Economics....33
BUSI60031 Entrepreneurship....35
BUSI60032 Research Methods and Practice....37
BUSI60027 Sustainable Business....40

Appendices....42

Appendix 1: Personal Skills Development for Individual Modules....42
Appendix 2: Programme Specification....43
Appendix 3: Generic Marking Criteria - Undergraduate....44

This handbook should be read in conjunction with the Business School's Academic Regulations and the Information Guide. Both of these can be found on the Documents section of the Hub. If there is a conflict between the documents, the information found in the Academic Regulations will take precedence.

Mission Statement

We're preparing the leaders who'll shape our future, connecting science, technology, engineering and medicine with the world of business.

Where Science Means Business

IMPERIAL
BUSINESS SCHOOL

Academic Director's Welcome

Dear all,

A very warm welcome to Imperial Business School!

Whether you are brand new to Imperial or joining the Business School from one of our partner departments, you can expect the year ahead with us to be both exciting and memorable.

This year will also be an intense intellectual exploration. The Business School has a unique style of teaching and learning, which may be quite different to what you have been used to so far in your studies, and hinges heavily on student participation and collaborative group work. I encourage you to fully immerse yourselves in this experience, by participating fully in lectures and seminars, keeping up with readings and other work and engaging positively with your peers.

As a student at the Business School, I also encourage you to take full advantage of all the exciting events taking place both in the School and university more widely, from world-class talks and debates to opportunities for networking and learning more about interesting career paths that you may have heard less about.

You will also benefit from the support of our experienced and enthusiastic Programme Team, which can help you deal with any issues that may arise. Should you wish to raise any issues directly with me, please do not hesitate to get in touch.

I am certain you all have what it takes to succeed and to make the most of the opportunities to interact with expert academic staff and a talented and diverse group of peers.

I wish you all a very successful and enjoyable academic year!

Pedro Rosa Dias

Academic Director of Undergraduate Studies

IMPERIAL
BUSINESS SCHOOL

Student Support
Programme Team

You can contact the Academic Director for academic issues and should contact the Programme Team for all other queries.

Your Programme Team provide support for programme-related and logistical queries, as well as having a pastoral role to help signpost you to other sources of support/advice.

Your Programme Coordinator and Programme Manager are responsible for day-to-day module and programme delivery and will be your main point of contact throughout your studies.

Your Senior Programme Manager is responsible for the operational management of your programme and works with the Programme Director to support programme strategy, resources, and planning.

The teamwork in collaboration with other specialist members of staff in different teams, who we can refer you to, or you can contact directly.

Programme Team Office: Ground Floor, 52 Princes Gate, Business School

Email: jh.ibsc@imperial.ac.uk

Bella Nagel

Programme Coordinator

Greta Faralli

Programme Manager

Liz Ebdale

Senior Programme Manager

Edina Hamzic-Maguire

Programme Director

Pedro Rosa Dias

Academic Director

IMPERIAL
BUSINESS SCHOOL

Pastoral Care & Wellbeing Team

Our Pastoral Care & Wellbeing team work proactively across the Business School to identify key areas for support for all students, as well as providing you with guidance should you require additional support.

The Faculty Tutor works closely with the Programme Team to provide pastoral care and wellbeing support, especially if you have a more complicated worry or concern.

The Student Wellbeing Advisors provide general guidance on managing your wellbeing and are available to discuss any issues impacting your studies. They also act as the Departmental Disability Officers for the Business School students.

Dr William Cox

Faculty Senior Tutor

E: w.cox@imperial.ac.uk

Dr Benita Cox

Faculty Tutor

E: b.cox@imperial.ac.uk

Sophie Cutforth

Student Wellbeing Advisor

E: ibwellbeing@imperial.ac.uk

Anna Goodwin

Student Wellbeing Advisor

E: ibwellbeing@imperial.ac.uk

Programme Overview

Learning Outcomes

Our Intercalated BSc programme aims to equip future clinicians for a career in the health system.

Upon successful completion of the programme, you will be able to:

- Analyse management issues facing the health care system, using a range of business and management models and ideas
- Apply knowledge of business and management to a specific health care system problem
- Demonstrate advanced transferable skills in teamwork and delivering complex information concisely in different formats.

Skills Development

At Imperial Business School, you have the opportunity to develop a wide range of professional skills through a variety of different mediums. These skills will not only aid your personal development but also make you more competitive within the marketplace. The table below provides details of the skills that you will develop throughout the programme. An overview of how these skills relate to individual modules can be found in Appendix 1.

Category	Description	Example
Personal Development	Personal effectiveness on an operational level. This includes the dynamics of working individually or as a member of a group.	Working in teams or time management
Communication	Verbal, non-verbal and written skills	Preparing and delivering presentations
Technical and Analytical	Essential workplace tools and techniques beyond curriculum teaching	Data analysis using appropriate software
Ethical	Key skills that make an effective, responsible and ethical manager	Learning how to adopt a responsible attitude towards business and management

Weightings

There are nine taught modules, each weighted equally and jointly worth 75% of the Programme; The tenth module, Research Methods & Practice, is worth 25%. You are required to achieve a pass in all modules.

1 Accounting

2 Organisational Behaviour and Human Resource Management

3 Health Informatics

4 Global Strategy

5 Marketing

6 Managing Healthcare Organisations

7 Health Economics

8 Sustainable Business

9 Entrepreneurship

10 Research Methods & Practice

If you are on A100 (MBBS/BSc in Medicine) intercalating from Imperial, and commenced your studies in 2019/20 or later, you will have your overall BSc calculated solely on the basis of your Management year overall mark.

If you began your MBBS prior to the 2019/20 academic year, you will have your results calculated according to the year weightings in place when you started your course. If you are on A127 (intercalating from external institutions), you will have your degree awarded on the basis of a 100% contribution from your year at Imperial.

The Hub

All Programme and module materials will be available through the Business School's virtual learning environment, the Hub (hosted on the Insendi platform). **Please note the Business School does not use Blackboard.**

You should familiarise yourself with the Programme, Business School and University information and regulations which can be found in the Documents page on the Hub.

Your module area will include lecture slides, readings and anything else your lecturer believes important for your module, in addition to any lecture/live class recordings.

Communication

Throughout your year with us, the Programme Team, Academic Director and teaching staff will communicate with students mainly via the Hub, through the programme and module-level newsfeeds; and occasionally via email. Please ensure that you have enabled email notifications on the Hub to receive all updates via email.

You should check your Imperial email and the newsfeed regularly, as this is how any important notices or last-minute changes will be communicated to you.

All important Programme newsfeed communications will be stored in the Key Info page of the Hub.

Your Outlook calendar will be populated with your timetable, lecture times and venues.

Programme Structure

Modules on the Intercalated BSc programme run in 5-week blocks, except for Research Methods & Practice which is a year-long module. Your personal timetable will show the lectures and classes you have scheduled, and where these will take place.

Please check your timetable frequently for any updates or changes.

Autumn Term

Autumn Term - 25 September to 12 December 2025	
Teaching Weeks 1-5	**Teaching Weeks 6-10**
Accounting	Health Informatics
Organisational Behaviour and Human Resource Management	Global Strategy
Research Methods & Practice (Lecture delivery on Qualitative Methods)	Research Methods & Practice (Lecture delivery on Quantitative Methods)

Spring Term

Spring Term - 05 January to 20 March 2026	
Autumn modules exam week: Mon 5 – Fri 9 January 2026	
Teaching Weeks 1-5	**Teaching Weeks 6-10**
Marketing	Sustainable Business
Managing Healthcare Organisations	Entrepreneurship
Health Economics	

Summer Term

Summer Term - 27 April to 26 June 2026
Spring modules exam week: Mon 27 April – Fri 1 May 2026
Final Project Presentations
Final Project Report submission: Tue 26 May 2026
Resit modules exam week: from Monday 22 June 2026

Group Project work will start in the Autumn Term with the selection of project topics and the formation of your group.

Development of the Project proposal will start towards the end of the Autumn Term as you work on the **Undergraduate Study Proposal Ethics Checklist**.

Completion of the Project will then occupy the whole of Summer Term, with a final report submission deadline of **Tuesday 26 May 2026.**

Any **resit examinations** will take place week commencing Monday 22 June.

IMPERIAL
BUSINESS SCHOOL

Programme Year Planner

Term	Activity / Modules		Week Commencing	Notes
Induction			22-Sept	Induction: Thursday 25 Sept – Friday 3 Oct
			29-Sept	
Autumn Term Block 1	Research Methods & Practice*	Accounting* Organisational Behaviour and HRM*	6-Oct	
			...	
			3-Nov	
Autumn Term Block 2		Health Informatics Global Strategy*	10-Nov	
			...	
			8-Dec	Autumn term finishes: Fri 12 Dec
Christmas Holidays			15-Dec**	University closure: 23 Dec – 2 Jan University reopens: Mon 5 Jan
			22-Dec	
			29-Dec	
Autumn Term Exams			5-Jan	
Spring Term Block 1	Research Methods & Practice*	Marketing* Managing Healthcare Organisations Health Economics	12-Jan	
			...	
			9-Feb	
Spring Term Block 2		Sustainable Business* Entrepreneurship*	16-Feb	
			...	
			16-Mar	Spring term finishes: Fri 20 Mar
Easter Holidays			23-Mar**	
			30 Mar**	University closure: 2 Apr - 7 Apr University reopens: Wed 8 Apr
			...	
			20 Apr	
Summer Term	**Spring Term Exams**		27-Apr	
	Research Methods & Practice* Final Project		4-May	Bank holiday: Mon 4 May
			11-May	
			18-May	Final Project Presentations (date tbc)
			25-May	Bank holiday: Mon 25 May Final Project Report submission: Tue 26 May
			1-Jun	
			8-Jun	
			15-Jun	
	Re-sit Exams		22-Jun	Summer Term finishes: Fri 26 Jun *Resit exams may also be set after term finishes*

* Module will be co-taught with Joint Honours students.

** Please be aware some final coursework assessments may be due on that week.

Programme Assessment

The Assessment Process

The following describes the process for assessed modules.

The essentials of this process are laid down by the university and are requirements that apply to all taught programmes.

The Board of Examiners is made up of all members of the School's academic staff who teach on the programme (called 'internal examiners') plus a number of external examiners drawn from other universities. The external examiners are normally appointed for no more than four consecutive years. School examiners have, in the past, been, drawn from LBS, Manchester, Cranfield, Lancaster, City-St George's, Open University, Oxford University, and LSE. Each external is allocated a number of subjects in their area of expertise. The Chair of the Examination Board is normally the Academic Director.

This year, the external examiners for the Intercalated BSc are as follows:

Dr Simone Corsi	Lancaster University
Dr Lora Dimitrova	University of Exeter
Dr Malek El Diri	University Leeds
Dr Marion Frenz	Birkbeck, University of London
Dr Victoria Serra-Sastre	City, University of London
Dr Theopisti Chrysanthaki	University of Surrey

The details provided above are for information only. Please note that it is not appropriate for you to contact the externals directly regarding your studies. Any issues that you have in relation to your assessment should be raised internally with your Programme Team in the first instance or with Registry, if necessary. Issues with results can only be raised with Registry once the External Examiners' meeting has taken place and results have been released by Registry.

All examination scripts are marked in detail by a first marker, with a second marker undertaking sample check marking to ensure that the mark awarded is appropriate. A sample of scripts is then sent to an External Examiner from another institution to ensure that the standard of marking at the Business School is commensurate with elsewhere in the UK. External Examiners also approve draft coursework and examination questions prior to the assessment being set.

For coursework, a sample check is also undertaken by a second marker (depending on the weighting assigned to the assessment component).

Specimen questions are provided ahead of the examination to guide you on content only. The format is subject to change and the Module Leader will provide full information during the module.

Assessment Scheme

Classification

You must achieve an aggregate mark of at least 40% in each module.

Final Degree Classifications

First	70.00% or above for the average weighted module results
Upper Second	60.00% or above for the average weighted module results
Lower Second	50.00% or above for the average weighted module results
Third	40.00% or above for the average weighted module results

Candidates who fall within 2% of the boundary for a higher classification may be considered for the next classification based on their overall academic performance.

Those who achieve an overall weighted average of n9.50 (whereby n can range from zero to 9, but of practical relevance are primarily 39.50, 49.50, 59.50 and 69.50) and above will have their classification rounded to the higher classification.

Those who achieve an overall weighted average between n8.00 and n9.49 (for example 39.00-39.49, 48.00–49.49, 58.00–59.49 and 68.00–69.49) will be considered for the higher classification.

The School has approved criteria for application to borderline candidates. In summary, the criteria includes ALL of the following:

- More than 50% of individual assessments in the higher classification (one piece of individual work is counted per module. In most cases this will be the examination. For modules assessed by 100% coursework, this will be the single highest weighted piece of work. If there are multiple pieces of individual work with the same weighting, priority will be given to individually written pieces over participation. If priority cannot be decided then the average of the combined pieces will be used).
- No compensated modules or assessment that has been re-taken (without approved mitigating circumstances)

All students falling within the 2% boundary of the higher classification will be **considered** for uplift. However, uplift is not automatic (except for those within 0.5% of the overall degree boundary) and the above is the **minimum** criteria that normally applies. An examination board retains discretion in applying the criteria.

Re-sit / Resubmission

If you are judged to have failed by the Board of Examiners, you are allowed by Imperial's regulations ONE further entry to the examination(s). The exam re-sit period will be scheduled to take place in late June/ early July. Exact dates will be published at the start of the academic year. Exam periods may vary year on year.

You will normally be required to re-sit if you achieve less than 40% in the overall module average (the combined examination and coursework marks). In this instance you will normally be required to re-sit the largest weighted assessment (usually the examination) in which you achieved less than 40%, in order to increase your overall average above 40%. For modules assessed by coursework only, you will be given the opportunity to re-sit the relevant failing coursework components (e.g. those under 40%). In some cases, failure in a module may be compensated. This normally applies if the average for the module overall (when the individual assessment

component marks are combined) is between 30.00-39.99%. Compensated passes can be awarded for up to a maximum of 15 ECTS credits per credit level.

If you are required to re-sit an exam or resubmit a piece of coursework your module overall will be capped at 40% (unless mitigating circumstances are accepted).

If you are on a Student Route/Tier 4 visa you should also seek advice from the International Student Support team on how this may impact your Student Visa.

If you have mitigating circumstances accepted by the Examination Board you may be given the opportunity to re-sit as a first attempt, in which case your module will not be capped.

The university's Academic Regulations can be found at: http://www.imperial.ac.uk/about/governance/academic-governance/regulations/.

Anonymity

In line with the university's Academic Regulations, anonymity is observed and maintained during the marking process for all written examinations by using random identifier numbers only. Anonymity is also observed in the marking process for coursework in the same way, a random identifier will be assigned to group and individual assignments, but practical assessments (e.g. participation, video submissions and presentations) and supervised projects, cannot be marked anonymously. For group assignments, please choose one person to submit your group assignment.

For individual and group assignments you should name your file with the assignment name and file extension e.g. Group Assignment.pdf or Assignment 1.doc.

A step that is often overlooked but may compromise the anonymity of the marking process is not removing identifying/personal information from the properties of a document (MS Word/Excel etc) before submission. Information on how to do this can be found in the Business School's Academic Regulations in the Documents section of Insendi.

Where you breach your own anonymity, for example by writing your name visibly on an assessment or naming a file with your name or CID, or by discussing the assessment with a member of faculty, you forfeit your right to anonymity.

Additional Exam Arrangements

If you have any additional educational needs, for example, dyslexia, AD(H)D etc it is advised that you contact our Disability Advisory Service (DAS) and register with them as soon as possible. The DAS will provide both in-person or online appointments should you require one. They are able to advise you on the range of services that are available to you during your time at Imperial and assist you in gaining access to the support you need. Find out more about the Disability Advisory Service team: https://www.imperial.ac.uk/disability-advisory-service/about-us/contact-us/.

Should you wish to make a new application for additional exam arrangements you should contact the Head of Exams and Assessment, Emma Stoakes e.stoakes@imperial.ac.uk. This should be done no later than six weeks before your first assessment so your application can be processed for approval with student records. Details of how to apply for additional exam arrangements can also be found in the 'Academic Regulations and Policies' document on the Hub.

Internal Students:

The Faculty of Medicine will inform the Business School of any additional exam arrangements of internal students at the start of term. If you wish to receive confirmation that these have been received (especially if approval is granted within term time), please contact the Programme Team and Business School Head of Exams & Assessment, Emma Stoakes e.stoakes@imperial.ac.uk.

Full details of the procedures can be obtained from the Examinations Office, but the basic procedure is as follows:

- Students with physical disabilities, specific learning difficulties or other special needs may be entitled to additional examination arrangements, such as extra time, rest breaks or permission to use a PC/ Laptop. Students should ensure that any such request is made to the Business School Head of Exams & Assessment, Emma Stoakes e.stoakes@imperial.ac.uk
- Applications should be submitted at least six weeks before a candidate's first examination, except in the case of accidental injury or acute illness, when the application should be submitted as soon as possible after the event

An application must be accompanied by appropriate evidence as outlined by the Disability Advisory Service.

Mitigating Circumstances

Sometimes during your studies you may be affected by sudden or unforeseen circumstances. You should always contact your programme's Faculty Tutor for advice and support if this occurs. The Programme Team will be able to provide you with an electronic copy of the Mitigating Circumstances Form and it is also available on the Hub. All claims must be supported by independent evidence and submitted within 10 working days of the assessment deadline. Any claim made after this deadline is likely to be rejected unless there is a good reason (such as you were still unwell) until the point of submitting the claim.

Further information is available in the Academic Regulations. Details of the university's Mitigating Circumstances procedure can be found under the "Mitigating circumstances" tab at: www.imperial.ac.uk/about/governance/academic-governance/academic-policy/exams-and-assessment/.

Late Submission Policy

You are responsible for ensuring that you submit your coursework assessments (including timed remote assignments) in the correct format and by the published deadline (date and time). You are responsible for submitting the work, the Business School is not responsible if any files received are corrupt. Any piece of assessed work which is submitted beyond the published deadline (date and time) would be classed as a late submission and will incur a penalty. The Business School does not accept a file's date stamp as proof of timely submission as this can be fabricated. If you are late in submitting an assignment, you need to contact The Programme Team.

Work submitted up to one (1) day after the assessment deadline (date and time) will be marked but capped at the pass mark. Work submitted more than one (1) day late will not be accepted as a valid attempt and mark of zero will be recorded. This is the default university penalty for late submissions of assessed work and will be deviated from only in exceptional circumstances at the discretion of the Academic Director.

If you experience technical trouble when submitting your coursework you should take a screenshot of the error message. This should include the date, time and time zone and be attached to an email with your submission and sent to The Programme Team. The authenticity of the message or technical problem will be verified by the Business School's Learning Technologists.

If you require an extension for an assignment, you should complete the online short term extension request form (also available under "external links" on the Hub), along with supporting evidence, and submit this in advance of the submission date (a minimum of 24 hours prior to the submission deadline). Extensions will not be granted after coursework has been marked and returned to fellow students. **Extensions are not granted for any external commitments, computer malfunction, holiday or social events.** The above procedures are implemented to ensure that all students are treated uniformly across the Programme, the Business School and the university.

If you fail to submit your final project/report/essay on time (without an approved extension) you risk failing the degree programme. Imperial does not provide an opportunity to re-sit in cases of non-submission.

Academic Misconduct

As your programme of study continues, you will be taught the concept of academic integrity and how you can ensure that any work that you complete now, or in the future, conforms to these principles. This means that your work acknowledges the ideas and results of others, that it is conducted in an ethical way and that it is free from plagiarism. Academic integrity is fundamental to learning, teaching and research and it is important to understand what it means you and the international community of research that you are joining.

Academic misconduct is the attempt to gain an academic advantage, whether intentionally or unintentionally, in any piece of assessment submitted to the university. This includes plagiarism, self-plagiarism, collusion, exam offences (cheating) or dishonest practice.

The Business School requires you to complete mandatory training on plagiarism awareness and you are expected to have:

- Satisfactorily completed the online module on plagiarism, available on the Hub and examination marks will be withheld until this has been completed.
- Attended the plagiarism session organised by the Library.
- Familiarised yourself with the recommended referencing style.
- Familiarised yourself with the guidance available on the appropriate use of Generative AI.

You can support your understanding of proper referencing and citation by using the resources available from Imperial such as the Library learning support webpages and Generative AI Guidance. This includes "An introduction to generative AI student course" which we strongly recommend you complete. Specific instructions on how to reference correctly can be found in the Harvard Referencing Guide.

It is important that you learn how to properly attribute and acknowledge the work, data and ideas of others. Students whose assessments can be shown to contain plagiarism are subject to penalties as outlined in the Academic Misconduct Policy and Procedures.

TurnitinUK is an online text matching service which assists the Business School in detecting possible plagiarism. The system enables institutions to compare students' work with a vast database of electronic sources.

All final year projects/ reports/ essays will be submitted to plagiarism detection software. Random plagiarism checks will be undertaken for coursework and non-invigilated Timed Remote Assessment submissions.

You are expected to conduct all aspects of your academic life in a professional manner. Further details can be found in the Academic Regulations 25.26 and full details of the university policy can be found under "Academic Integrity, Academic Misconduct & Research Misconduct" on the website.

Prizes

A number of prizes are awarded each year to reward excellent performance on the programme. There are also a number of School wide prizes available, details of which are in the Information Guide on the Hub.

- **ICBS Prize for Best Overall Performance on the BSc Management Programme -** Awarded annually to the best performing student on the Intercalated BSc Management Programme - £500
- **ICBS Prize for the Best Group Project on the BSc Management Programme -** Awarded annually to the best group project performance - £100 per group member
- **ICBS Prize for Best Health Management Performance on the BSc Management Programme -** Awarded annually for the best individual performance across the three specialist subjects on the Intercalated BSc Management programme - £200
- **Joan Woodward Undergraduate Memorial Prize (shared with shared with Joint Honours) -** Awarded annually for the best performance in the Organisational Behaviour and Human Resource Management Module - £300
- **Timothy Heymann Prize for Students with the Best Examination Performance in Health Related Topics** - Awarded to the Student With the Highest Examination Performance in the Managing Healthcare Organisations Exam on the Intercalated BSc Programme - £250

Dean's List for Academic Excellence

You will be recognised on The Dean's List if your overall performance in your programme is above 70% and is within the top 10% of the cohort from each Business School taught programme.

Dean's Community Award for Students

The Dean's Community Awards encourage and recognise citizenship amongst Business School students who excel in extra-curricular activities.

Nominations are accepted from students, faculty members and professional staff. Nominations can be for an individual or a team. Self-nominations or anonymous nominations will not be considered.

When judging this award, consideration will be given to those who have made a significant contribution to the Business School community or wider society. Contributions should be current; the Panel will give greater weight to initiatives that have taken place in the current academic session. As these awards celebrate extra-curricular activities, nominations relating to academic/ assessed work such as projects will not normally be considered.

There are six categories:

1. Improving Society – someone who has made a positive contribution to raising social awareness e.g. raising awareness of social causes with the cohort, volunteering, organising a fundraising or community engagement activity
2. The Power of Innovative Thinking – someone who thinks outside of the box, demonstrating creative thinking e.g. innovative contributions or leadership that takes a project, event or solution to the next level
3. Inspiring Brilliant Minds – someone who has broadened the minds of others e.g. organising an event or activity that provoked inspiring discussion or innovation and enhanced your learning and development
4. Pioneering Practical Solutions – someone who identified an opportunity to benefit their cohort or the School and takes action e.g. someone who has developed a new initiative to improve the student experience.
5. Sustainable Business Thinking – someone who raises awareness of business practices that are economically sustainable, socially responsible and actively promotes an environmentally friendly culture both in the university and the wider community.
6. Inclusive Business - someone who consistently promotes (or has shown by a specific action) practices and behaviours that enhance equality, diversity and inclusion in our community of students, staff, or wider society.

Prizes and recognition on the Dean's List are not awarded until after all the relevant Board of Examiners meetings have taken place and results are confirmed.

If you have been proven to have committed an academic offence or disciplinary breach, you will be precluded from receiving any of the above School awards, prizes, or recognition. If you are being investigated for an academic offence or disciplinary breach, any prize or award will be held pending until the outcome of the investigation has been finalised.

Module Excellent Surveys (MODES)

The university is committed to continually improving your education and wider experience and a key part of this is your feedback. Feedback is thoroughly discussed by your student representatives and staff. The simplest method for reporting specific academic problems is to talk to your lecturer at the end of the lecture.

You will also have student members on a Student Staff Committee (SSC) who may report broader concerns about the programme to the School and to the Deans' Student Advisory Council (DSAC). At the beginning of the year, you will be asked to nominate student representatives to attend these meetings. Imperial's good practice guidelines for SSCs can be found online.

Near the end of each module, you will be asked to complete a web-based Module Excellence Survey (MODES) for each member of staff who has taught you, as well as one regarding your satisfaction with the term.

Programmes that achieve an average response rate of 70% or higher across all modules in the term will receive an additional £5 per responding student**.** Programmes that achieve an average response rate of 50% across all modules in the term will receive an additional £2.50 per responding student. These amounts will be allocated to the programme's social fund or, alternatively, may be donated to a charity of the programme's choice – to be decided by the Student Staff Committee following consultation with the cohort.

Further information on MODES (including how the response rate is calculated), and other surveys used to gather your feedback, can be found in the Information Guide, available in the Documents section of the Hub.

Additional Information

Please refer to the Academic Regulations 25/26 (found on the Documents section of the Hub) for further information on policies and procedures, including:

Absence

Academic Integrity and Misconduct (including group work, proofreading and referencing in exams)

Assessment (including Word Limit Policy and Assignments)

Attendance

Employment during studies

Interruption of studies

Student Guidance on Use of AI

Withdrawal from the programme

Please note that if there is a conflict between information found in the programme handbook and the academic regulations, the information found in the academic regulations will take precedence.

IMPERIAL
BUSINESS SCHOOL

Module Outlines
BUSI60023 Accounting

Dr Danielle Lyssimachou

E: d.lyssimachou@imperial.ac.uk

Office Hours: Please contact by email

Module Description

This module contributes to the development of your managerial potential by providing you with a solid foundation in accounting, from a user's perspective. You will gain experience in reading and interpreting financial information contained in the financial statements, learn how to apply a structured framework to analysing the financial drivers of success and obtain a toolbox of management accounting techniques to aid informed decision making.

Learning Outcomes

By the end of the module, you will be able to:

- Assess and interpret financial statement information from a user's perspective to acquire key commercial insights
- Examine the use of accounting judgement and accounting choice in the computation of profitability
- Evaluate the difference between profit and cash and its implications
- Analyse a company's financial success using the Dupont framework
- Construct and present a business case when pitching for funds
- Develop a financial management toolbox to aid with managerial decision making

Module Content

The module will address the following topics:

- Financial reporting and the regulatory framework
- Demystifying the balance sheet, income statement and statement of cash flows
- The Dupont framework
- Management accounting tools to aid with informed decision making

Assessment

- Group report 30%
- Examination 70%

Sustainable Development Goals (SDGs)

This module will cover themes that relate to the following SDGs:

- Goal 05: Gender Equality
- Goal 08: Decent Work and Economic Growth
- Goal 09: Industry, Innovation, and Infrastructure

United Nations Sustainable Development Goals

IMPERIAL
BUSINESS SCHOOL

BUSI60024 Health Informatics

Dr Jack Olney

E: jack.olney@imperial.ac.uk

Office Hours: Will be posted on the Hub module page

Module Description

This module gives you an understanding of digital health, data and information systems in providing healthcare services and research. You will learn the theoretical aspects of implementing transformational change enabled by technology and the importance of evidence and ethics when designing digital systems. The practical aspects of the module will provide you with hands-on experience of implementing in code some of the concepts introduced during the theoretical parts of the module. We will be using a modern software development environment to replicate the workflow experienced by practitioners in health informatics and HealthTech.

Learning Outcomes

By the end of the module, you will be able to:

- Develop an information systems strategy.
- Discuss the importance of emerging technologies in healthcare.
- Manage information systems implementations.
- Assess the value of information systems to an individual and/or their organisation.
- Assess the role of ethics, evidence and evaluation in digital technologies.

Module Content

The module will cover the following topics:

- The role and importance of information, data, and information systems in providing effective healthcare services, with emphasis on clinical examples and real-world challenges such as interoperability and implementation.
- Application of management principles to attain maximum benefit from information and information systems.
- The importance of transformation and innovation in improving healthcare quality and efficiency, illustrated through case studies of digital health adoption.
- Developing a technology-enabled strategy and evaluating approaches for implementing transformational change.
- Evaluation of digital tools– evidence, evaluation and ethical issues in health technology, including public trust and regulatory considerations.

- Clinical use of real-world data (RWD) in healthcare for monitoring patient health, predicting disease progression, and supporting decision-making.
- The role of Artificial Intelligence (AI) in healthcare, covering fundamental concepts, current clinical applications, and potential future impacts.
- Practical sessions to develop an understanding of programming and coding in applying practical know-how to real-world challenges, using health-related datasets to ensure clinical relevance.

Assessment

- Group Presentation 70%
- Individual Coding Assignment 30%

Sustainable Development Goals (SDGs)

This module will predominantly focus on:

- Goal 03: Good Health and Well-being.

Through the use of real-life practical examples and case studies, the module will illustrate how digital health innovations, AI and RWD are used to improve healthcare services and research, ultimately contributing to better population health outcomes. Examples discussed in teaching such as NHS digital programmes, AI in intensive care and the used of RWD for chronic disease management, will demonstrate the practical pathways through which these technologies advance SDG3.

While not directly covered, climate action (Goal 13) and Sustainable Cities & Communities (Goal 11) are indirectly improved through efficiency gains, optimised resource used in the health system, improved population longevity, and a more productive economy.

United Nations Sustainable Development Goals

IMPERIAL
BUSINESS SCHOOL

BUSI60025 Global Strategy

Dr Gregory Theyel

E: g.theyel@imperial.ac.uk

Office Hours: Available by appointment – please email

Module Description

Global strategy is planning for an organisation to expand in the global environment. The success of a global organisation rests on its ability to create and activate a strategy for crossing country borders to optimise the configuration and coordination of the organisation. As such, this module focuses on understanding the global context, developing a strategy for choosing, entering, competing, and growing in new global markets, and forming an implementation plan for building a global organisation and configuring and coordinating its global activities.

You will begin with an organisation and assess its market opportunities and resources and capabilities for addressing global customer needs and then develop a global strategy. Assessment will be based on case and global strategy assignments.

Learning Outcomes

By the end of the module, you will be able to:

- Identify and analyse a global business problem from a strategic viewpoint.
- Detect both positive and negative implications of global business.
- Demonstrate the use of cross-cultural management tools to be a more effective manager in a global environment.
- Apply theoretical frameworks and methods to real global business situations.

Module Content

The aim of the module is to critically appraise organisational strategy within a global context. The focus is on the effects of globalisation, taking account of both the strategic implications for organisations as well as consideration of wider economic and social consequences of globalisation.

During the module, you will develop an understanding of key strategic concepts / models and their application to developing global strategy.

Themes within global strategy will include the following:

1. Explore the context of global strategy by identifying the forces pushing towards globalisation and the forces pushing towards localisation and understand how they affect organisations' strategy.
2. Understand global industry structure, location, and the global versus multidomestic nature of industries.

3. Identify the sources of organisations' global competitive advantage and learn how to design a global strategy.
4. Learn how to analyse where to enter global markets.
5. Analyse the advantages and disadvantages of alternative ways to enter new global markets.
6. Understand how organisations can best compete in new markets by balancing the reach and the power of a global organisation with the ability to service the needs of customers in individual foreign markers as a local company.
7. Compare and contrast ways to grow in new markers such as diversification, geographic expansion, and vertical integration.
8. Learn how to design for the implementation of a strategy for an international organisation and how designing and implementing strategy are interdependent and concurrent processes.
9. Review the options for the configuration of an organisations global footprint and value chain.
10. Discuss the global coordination of an organisation and its global value chain.

Assessment

- Group report 60%
- Examination 40%

Sustainable Development Goals (SDGs)

This module will cover themes that relate to the following SDGs:

Global strategy context:

- Goal 01: No poverty
- Goal 08: Decent work & economic growth
- Goal 10: Reduced inequalities
- Goal 13. Climate action

Vestas and the global wind industry:

- Goal 07: Affordable and clean energy
- Goal 09: Industry, Innovation, and Infrastructure
- Goal 13. Climate action

Transmission and the mobile phone industry in Africa:

- Goal 08: Decent work & economic growth

Global configuration and coordination:

- Goal 17: Partnerships

Takeda's global configuration:

- Goal 03: Good health and well-being

United Nations Sustainable Development Goals

IMPERIAL
BUSINESS SCHOOL

BUSI60026 Organisational Behaviour & HR Management

Dr Esther Canonico-Martin

E: e.canonico-martin@imperial.ac.uk

Office Hours: Available by appointment – please email

Module Description

The focus of this module is on developing your understanding of modern organisations and the tools you will need to contribute effectively to them. HR and OB are strongly linked. HR policies and practices influence how people behave at work and vice versa. This module is designed to help you increase your understanding of behaviour in organisations and navigate HR systems and practices as a manager and employee.

Much of your success as leaders, managers, and professionals will depend on how well you work with and get things done through others. The module places a strong emphasis on giving you the chance to assess and improve your own competencies in dealing and interacting with others in organisations.

Learning Outcomes

By the end of the module, you will be able to:

- Explain key ideas and concepts relevant to organisational behaviour (OB) and human resource management (HRM).
- Articulate how enlightened HRM and OB practices can support the performance of organisations.
- Identify key attributes that are important to lead oneself and others successfully.
- Develop analytical skills that will be used in identifying and critically evaluating key organisational issues.
- Apply theoretical concepts to real life organisational scenarios.

Module Content

The module will examine key processes at the individual, group and organisational levels that influence organisational behaviour. Both theoretical and applied approaches will be discussed and explored. Theory development will be based on class lectures, discussion, class activities and assigned readings. We will explore and apply theory to practice together, which relies substantially on extensive class participation – this will enable you to see the relevance and applications of the ideas, models, and concepts. Hence, the module will feature a substantial amount of class discussion and experiential exercises.

The module does not tell you what to do as managers; rather, it is designed to exercise, challenge, and enrich your ‘managerial minds’, thus enabling you to consider a range of frameworks to analyse, evaluate, and ultimately create organisational processes and successful management techniques. Focus is on both understanding relevant concepts and applying them to yourselves, your own small group dynamics, and real-life scenarios.

Assessment

- Individual Online Quizzes 30%
- Examination 70%

Sustainable Development Goals (SDGs)

This module will cover themes that relate to the following SDGs:

- Goal 03: Good Health & Well-being
- Goal 05: Gender Equality
- Goal 08: Decent Work & Economic Growth

United Nations Sustainable Development Goals

IMPERIAL
BUSINESS SCHOOL

BUSI60028 Marketing

Dr Sven Mikolon

E: s.mikolon@imperial.ac.uk

Office Hours: Please contact by email

Module Description

Creating value for the customer and the company is key to any successful business and in most companies, marketing is the core function to connect the company with its customers. This module discusses fundamental topics of marketing decision making to demonstrate how a company can connect with and serve its customers better than its competitors and continue to do so over time.

The overall aim of the module will be on understanding the role of marketing in the value creation process. Module topics include organisational marketing decisions such as marketing strategy and marketing mix decisions as well as topics of human behaviour in the marketplace, including consumer and managerial decision-making.

The purpose of the module is not to provide a handbook or A-Z guide to marketing. The focus is to equip you with the analytical tools and a framework to evaluate marketing problems and suggest suitable modules of action. This will enable you to understand the marketing perspective in business, will enhance your skills as a 'general manager,' and advance your knowledge of why consumers and marketing managers behave the way they do.

Learning Outcomes

By the end of the module, you will be able to:

- Understand contingent conditions such as different markets (B2C or B2B) or product categories (hedonic or utilitarian) under which various marketing techniques work.
- Evaluate the success of product and service strategies based on your understanding of consumer behaviour, product and brand positioning, pricing, communication and sales.
- Critically examine the development of new business opportunities, especially in a digital marketing age.
- Manage the optimal mix of relationship marketing strategies needed to create superior value for consumers and business organisations.

Module Content

This module discusses fundamental topics of corporate marketing decision-making, fundamental marketing mix decisions such as pricing, product mix decision, distribution and sales, and marketing communication. Furthermore, the module covers fundamental of consumer behaviour in the market place.

Assessment

- Group Presentation 30%
- Examination 70%

Sustainable Development Goals (SDGs)

This module will cover themes that relate to the following SDGs:

- Goal 03: Good health and well-being (e.g. health promotion advertising (or harm prevention) by teaching protection motivation theory and its applications in Marketing)

United Nations Sustainable Development Goals

IMPERIAL
BUSINESS SCHOOL

BUSI60029 Managing Healthcare Organisations

Dr David Cox

E: david.cox@imperial.ac.uk

Office Hours: Please contact by email

Module Description

To equip you with the knowledge, skills and the functional tools to work effectively in healthcare organisations and health systems. This includes delivering an understanding of NHS structures, trends and challenges, examining strategic models for planning healthcare delivery, and highlighting examples of best practice and innovation in the NHS.

Learning Outcomes

By the end of the module, you will be able to:

- Understand the overarching structure and workings of the NHS – how it functions and operates and how it is changing.
- Identify the key current and future challenges facing the NHS and appreciate technology's role in potentially both causing and solving health system challenges.
- Explain issues of demand management and the concept of value-based healthcare.
- Apply strategic tools to plan and model new healthcare initiatives and their impact.
- Identify good practice and innovative care models in service delivery in different healthcare settings.
- Collaborate in order to synthesise and communicate rationale and cases for new healthcare initiatives.

Module Content

This module has been designed to deliver the aims of providing both understanding of NHS structures, functions and challenges, and the knowledge, personal skills and strategic tools to work effectively in healthcare systems and organisations.

Conceptual understanding and knowledge frameworks will be delivered in lectures that encompass topics such as: history and structure of the NHS; current NHS policy, trends and challenges; commissioning and the flow of money through the NHS; value-based healthcare; the workings of a NHS trust and the ICS; innovation in the NHS. Practical sessions will be run at regular intervals through the 5-week module, aiming to consolidate learning and aid development of personal behaviours, skills, and use of strategic tools that support an individual succeeding in a management role within the NHS.

Assessment

- Group report 30%
- Examination 70%

Sustainable Development Goals (SDGs)

This module will cover themes that relate to the following SDGs:

- Goal 09: Industry, Innovation & Infrastructure
- Goal 10: Reduced Inequalities
- Goal 17: Partnerships

United Nations Sustainable Development Goals

IMPERIAL
BUSINESS SCHOOL

BUSI60030 Health Economics

Dr Laure de Preux

E: l.depreux@imperial.ac.uk

Office Hours: Available by appointment – please email

Module Description

The Health Economics module covers the foundation of Economics in the health care context. The module analyses the main principles of micro economics, their application to health care and discusses the particular nature of health as an economic good. Great attention is given to the efficiency and equity issues, and their application to health care. The main solutions that address the market imperfections are discussed. The module also includes two lectures on economic evaluation in health care and you are required to do your own assessment.

Learning Outcomes

By the end of the module, you will be able to:

- Describe how markets function in theory and recognise how the assumptions of a perfect market are often violated in health care.
- Analyse the doctor-patient agency relationship, using examples from the literature and comparisons across different health care systems.
- Identify the factors that explain variations in health care expenditure and discuss supporting evidence.
- Explain how the demand for health care is derived from the demand for health.
- Define the different types of economic evaluation and determine the situations in which they are most appropriately applied.
- Discuss how the results of economic evaluations can inform resource allocation decisions.
- Identify the factors beyond cost-effectiveness that influence decisions on allocating scarce health care resources.

Module Content

The Module will address the following topics:

1. Introduction. Definition of health, health care and the health care market.
2. The principle of economic evaluation in health care. Resource constraints, welfare economics, and the importance of economic evaluation.

3. Economic evaluation foundations. Cost-benefit analysis. Cost-utility analysis. Cost-effectiveness. Measuring and valuing health care output. The viewpoint in the analysis. Estimating costs and health gains. Decision making process. Sensitivity and uncertainty analysis.
4. Demand for health care. Demand and supply of health care. Utility maximisation.
5. Supply of health care. Production functions and frontiers. Cost Functions. Profit maximisation.
6. The health care market. Competitive and monopolistic markets as market failures.
7. Other market failures in health care. Externalities. Public Goods. Doctor behaviour models: agency, target income, profit maximisation, supplier induced demand.
8. Government interventions. Addressing asymmetric and imperfect information: adverse selection and moral hazard. Merit goods. Equity. Health insurance.
9. Time permitting – Health and Environment. Causal inference.
10. Revision

Assessment

- Group report 40%
- Examination 60%

Sustainable Development Goals (SDGs)

This module will cover themes that relate to the following SDGs:

- Goal 03: Good Health & Well-being
- Goal 04: Quality Education
- Goal 11: Sustainable Cities & Communities
- Goal 13: Climate Action

United Nations Sustainable Development Goals

IMPERIAL
BUSINESS SCHOOL

BUSI60031 Entrepreneurship

Dr Jack Fraser

E: jack.fraser@imperial.ac.uk

Office Hours: Available by appointment

Module Description

Entrepreneurship is the skill of identifying, validating, and profitably pursuing a new business opportunity. An entrepreneur must understand how entrepreneurial opportunities are identified and validated, and how a business concept to profitably pursue the opportunity is designed, validated, and implemented. Entrepreneurs need to understand and analyse customer needs, design value propositions, and build new organisational vehicle for their profitable delivery to the customers. To this end, the entrepreneur needs to know how to acquire and mobilise resources and funding, build a team, and develop and pitch a compelling vision for the new enterprise.

The objective of this module is to provide you with the basic knowledge and skills for carrying out these tasks. Although grounded in relevant theory and conceptual frameworks, this module emphasises the practical skill of building a new enterprise. Therefore, active class participation is an important part of learning in this module. You will learn how to develop new business ideas, validate them, acquire customers, bring your product or service to market, and mobilise external resources for opportunity pursuit.

Learning Outcomes

By the end of the module, you will be able to:

- Recognise and validate entrepreneurial opportunities
- Design and evaluate value propositions
- Develop validation and implementation plans for the new venture
- Pitch a business idea
- Analyse and evaluate a new or growing venture from the perspective of an investor.

Module Content

The module will address the following topics:

1. Introduction to entrepreneurship
2. Spotting entrepreneurial opportunities and ideating solutions
3. Formulating and testing hypotheses regarding the business concept
4. Designing a business concept with lean canvas

5. Customer acquisition and scale-up
6. Entrepreneurial financing and pitching
7. Protecting your business idea and your IP
8. Team feedback session
9. Impact entrepreneurship
10. Business idea pitches

Assessment

- Individual quizzes 10%
- Group case-based exercise 10%
- Group Business Plan 40%
- Examination 40%

Sustainable Development Goals (SDGs)

This module will cover themes that relate to the following SDGs:

- Goal 05: Gender Equality - the dynamics of gender in the entrepreneurial process, and persistent challenges for female founders.
- Goal 08: Decent Work & Economic Growth - the role of entrepreneurship in driving economic growth in developing and mature economies.
- Goal 09: Industry, Innovation & Infrastructure - the link between infrastructure and industry development.
- Goal 10: Reduced Inequalities - the role of entrepreneurship in identifying needs in underserved communities

United Nations Sustainable Development Goals

IMPERIAL
BUSINESS SCHOOL

BUSI60032 Research Methods and Practice

Dr Esther Canonico-Martin

E: e.canonico-martin@imperial.ac.uk

Office Hours: Available by appointment – please email

Module Description

Social research methods have become part of the key skill set of managers. Improved data availability, increasing benefits of adopting a multi-disciplinary approach and the growing expectation to interpret and conduct research in management are fueling this development.

This module offers you the opportunity to develop skills in research methods so that you can design and conduct empirical research. You will acquire techniques in quantitative and qualitative analysis and interpretation to allow your results to be analysed and presented, and potentially have significant impact on real-world practice. This will equip you to contribute to a major Group Project

Groups typically consist of six students. Each group will be supervised by a member of Imperial Business School's academic staff, but not necessarily one who is involved in the formal teaching of the Joint Honours or Intercalated BSc Programme. This is a year-long module culminating in the Summer Term in a project presentation and the submission of a written project report in May of each year. This module accounts for 25% of your year in management.

Learning Outcomes

By the end of the module, you will be able to:

- Identify important research questions and formulate reasoned arguments to address them.
- Critically appraise the quality of the evidence in the literature using rigorous techniques, including methods for evidence synthesis.
- Employ qualitative research methods to contextualise and address a research question.
- Combine quantitative and qualitative social research methods to solve real life management problems.

Module Content

The first part of the Research Methods & Practice module will introduce you to the methods that you will need to complete the Final Group project and provide you with foundations for the skills that you will need later in your career. It is a challenging part of the module that aims to equip you in a short time with a solid basis of research skills, and it covers qualitative and quantitative research methods, systematic literature reviews, data collection, survey and questionnaire design, and dissemination of research results. It focuses on the methods that are commonly used by research papers in peer-reviewed journals and is taught by lecturers that are actively involved in research. This part of the module places great emphasis on learning by doing, and you will have the chance to

apply what you have learned. The module aims to familiarise you with the recommended module textbooks, to enable you to acquire in self-study the more sophisticated methods that may be required for your Group Project.

The second and main part of this module is the Group Project.

1. There will be a Group Project session timetabled to introduce the Group Project.
2. You will self-select groups and will be asked to start considering what you would like to do for your project. The project will either be one proposed by a member of staff, or one devised by the student group.
3. You will conduct literature reviews, identify research questions, design method, collect data, analyse results, and interpret them.
4. Presentations of group projects will take place in late May. You must attend all presentations as part of the assessment. The presentation will be assessed.
5. The final report (25,000 max words in length), the format of which will be defined in the Group Project Booklet, is to be submitted immediately after the presentation for assessment.
6. In addition to the detailed analysis of the project objectives and conclusions and recommendations, the report should include a statement of how effectively the group worked together during the project research and in the preparation of the project presentation and report.

Assessment

- Individual assessment in social research methods 25%
- Group Project Presentation 25%
- Group Project Report 50%

Sustainable Development Goals (SDGs)

This module will cover themes that relate to the following SDGs:

- Goal 04: Quality Education - The module equips you with the tools to generate, assess, and apply knowledge responsibly and critically, key to fostering lifelong learning and innovation. Relevant learning objectives:
  - Cognitive: You will gain deep knowledge of qualitative and quantitative research methods, evidence synthesis, and data interpretation.
  - Socio-emotional: Encourages collaborative learning and peer engagement through group projects.
  - Behavioural: Promotes active participation in research and encourages students to pursue evidence-based inquiry in real-world contexts.

- Goal 08: Decent Work and Economic Growth - The module enhances your employability and prepares you to contribute meaningfully to knowledge-based economies. Relevant learning objectives:
  - Cognitive: Builds key analytical and methodological skills relevant to workplace research, consultancy, and evidence-based management.
  - Socio-emotional: Develops leadership, communication, and interpersonal collaboration through teamwork.

    - Behavioural: Encourages you to tackle real-world management problems using research-based approaches.

- Goal 11: Sustainable Cities and Communities (if projects focus on urban or community-based issues. e.g., health issues) - When projects focus on public or social sector challenges, you directly contribute to understanding and supporting community wellbeing. Relevant learning objectives:
    - Cognitive: you may explore social, economic, or health-related urban issues in their chosen projects.
    - Socio-emotional: Collaborative research strengthens engagement with community concerns.
    - Behavioural: May inspire evidence-driven approaches to sustainable development challenges.

- Goal 10: Reduced Inequalities (depending on project topic) - When research topics address social justice or inequality, you contribute to the SDG by generating data-informed insights and inclusive solutions. Relevant learning objectives:
    - Cognitive: You can choose to explore disparities in access, outcomes, or representation in management, healthcare, or education.
    - Socio-emotional: Encourages empathy and awareness of social issues during project design.
    - Behavioural: Potential to recommend policies or practices that support inclusion and equity.

In RM&P Quantitative Research Methods lectures will also cover:

- Goal 01: No poverty (how to evaluate effectiveness of anti-poverty interventions)
- Goal 04: Good Health & Well-being (same for health and welfare policies)
- Goal 08: Decent Work & Economic Growth (estimating effects of national growth policies)
- Goal 13: Climate Action (estimating effects of national growth policies)

United Nations Sustainable Development Goals

IMPERIAL
BUSINESS SCHOOL

BUSI60027 Sustainable Business

Dr James Robey

E: j.robey@imperial.ac.uk

Office Hours: Please contact by email

Module Description

Sustainability is one of the key issues of today's society as confirmed by increasing attention of governments, media, academics and industry.

A quoted definition of sustainability and sustainable development is that of the Brundtland Commission of the United Nations:

"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

Such a definition leads directly to the three pillars of sustainability, that are the economic, social and environmental dimensions. In the context of sustainable development, businesses that are often referred as part of the problem, can be part of the solution. As a consequence of that, policy makers, industry leaders, society and academics with different backgrounds are today dealing with sustainability trying to understand how this affects traditional way of doing business, and, as well, how traditional businesses are affected by sustainability.

The key objective of this module is to sensitise you to the interaction between global business, government and society, and the planetary limits in which they all operate within. This module will therefore critically examine the impact that contemporary global business has upon society and the environment, whilst examining the opportunities to deliver profitable sustainable business. It is therefore relevant to scientists, engineers, clinicians and business managers alike.

Learning Outcomes

By the end of the module, you will be able to:

- Illustrate how different business practices and business models can make a positive contribution towards some of today's social and environmental problems.
- Analyse firm and industry specific challenges that impede progress towards a firm's sustainability goals
- Evaluate the impact of a firm's sustainability strategy not only on firm profitability but also on society.
- Develop a rounded view of the usefulness and applicability of different tools emerging in the sustainability space (regulation, targets, ratings, rankings).

Module Content

At the end of the module, you will have a comprehensive understanding of issues related to corporate sustainability, and the role corporations play in contributing as well as solving these issues. The ultimate goal of

this module is to empower future decision-makers with the skill to think critically about sustainability challenges and be equipped to develop business solutions to address these.

Knowledge Objectives:

During the module you will develop an understanding of:

- The origins and development of corporate responsibility/corporate sustainability.
- The complexity of managing diverse stakeholder interests and conflicts as well as short term versus long term goals.
- How businesses need to react to current sustainability issues arising from employees (labour), planetary limits and poverty.
- The tools available to develop sustainable business strategies taking into account industry and firm specific risks, opportunities and capabilities.
- The importance of impact assessment.

Skill Objectives:

The module will equip you with the ability to:

- Understand how companies can formulate sustainable business strategies.
- Understand and manage conflicting stakeholder requirements.
- Incorporate sustainable and corporately responsible goals and objectives in a company's strategic plan.
- Evaluate the impact of sustainable business strategies on the firm, society and the global environment.
- Critique sustainable business strategies of leading global companies.

Assessment

- Group Assignment 40%
- Examination 60%

Sustainable Development Goals (SDGs)

All Goals may be touched on during this module, as that is the central focus.
United Nations Sustainable Development Goals

Appendices

Appendix 1: Personal Skills Development for Individual Modules

	Written	Presentations	Research	Spreadsheets/Data Manipulation	Analytical & Critical Reasoning	Verbal	Teamwork	Personal
Accounting	✓			✓	✓			✓
Health Informatics	✓		✓	✓	✓	✓	✓	✓
Global Strategy	✓	✓	✓		✓	✓	✓	✓
Organisational Behaviour and HRM		✓			✓	✓	✓	✓
Marketing	✓	✓	✓	✓	✓	✓	✓	✓
Managing Healthcare Organisations	✓	✓	✓	✓	✓	✓	✓	✓
Health Economics	✓		✓	✓	✓		✓	✓
Sustainable Business	✓		✓	✓	✓	✓	✓	✓
Entrepreneurship	✓	✓	✓	✓	✓	✓	✓	✓
Research Methods & Practice	✓	✓	✓	✓	✓	✓	✓	✓

Appendix 2: Programme Specification

Programme Structure[1]				
Year 1 - FHEQ Level 6 **You must study all compulsory modules.**				
Code	Module Title	Compulsory/ Elective	Term	Credits
BUSI60023	Accounting	Compulsory	AU	5
BUSI60024	Health Informatics	Compulsory	AU	5
BUSI60025	Global Strategy	Compulsory	AU	5
BUSI60026	Organisational Behaviour and Human Resource Management	Compulsory	AU	5
BUSI60027	Sustainable Business	Compulsory	SP	5
BUSI60028	Marketing	Compulsory	SP	5
BUSI60029	Managing Health Care Organisations	Compulsory	SP	5
BUSI60030	Health Economics	Compulsory	SP	5
BUSI60031	Entrepreneurship	Compulsory	SP	5
BUSI60032	Research Methods & Practice	Compulsory	AU/SP/SU	15
Credit Total				60

[1] **Compulsory** modules are those which are designated as necessary to be taken as part of the programme syllabus. Compulsory modules can be compensated. **Elective** modules are those which are in the same subject area as the field of study and are offered to students in order to offer an element of choice in the curriculum and from which students are able to select. Elective modules can be compensated.

Appendix 3: Generic Marking Criteria - Undergraduate

		%	Overall Summary	Knowledge	Critical analysis/ independent thought & application	Structure	References/use of resources/presentation
First Class Honours (1st)	Outstanding	85-100	Work demonstrates exceptional knowledge of subject area. It shows evidence of wider reading beyond core texts. Evidence of original and independent thought. The work evidences strong skills in critical analysis (where applicable). The presentation complies with good academic practice and is of a high standard.	Exceptional knowledge of subject area's models/ideas/ concepts/ techniques.	Clear evidence of independent thought and the ability to critically analyse and apply material.	Excellent ability to structure and synthesise information/ arguments developed to a very high level and are clear throughout.	Uses wide range of highly relevant source material beyond core texts, showing independent research. Adheres fully to academic principles of good practice, e.g. referencing. Well-written with sophisticated expression and use of language.
	Excellent	70-84	Work demonstrates extensive knowledge of subject area, evidencing wide reading beyond core texts. The work exhibits critical analysis and some independent thought. The presentation of the work adheres to good academic practice and is professional.	Extensive knowledge of subject area's models/ideas/ concepts/ techniques.	Evidence of independent thought and the ability to analyse and apply material.	Ability to structure and synthesise information/ arguments performed to a high level and are clear throughout.	Evidence of considerable use of relevant source material. Adheres to academic principles of good practice, e.g. referencing. Well-written with clear expression and very good use of language.
Upper Second Class Honours (2i)	Good	60-69	Work demonstrates an above average level of knowledge of the subject area with thorough research into the subject being evident. The work is well-structured and logical, adhering, mostly, to academic conventions. Some critical analysis is evident.	Good knowledge of subject area's models/ideas/ concepts/ techniques.	Some independent thinking & critical analysis. Some evidence of application of subject knowledge.	Sound ability to structure and synthesise information/ arguments producing coherent and relevant arguments.	Good use of source material with relevance but maybe minor omissions. Mostly adheres to academic principles of good practice, e.g. referencing. Clearly written with appropriate use of language.
Lower Second Class Honours (2ii)	Satisfactory	50-59	Work demonstrates knowledge of the subject area. Attempts at framing a critical analysis are evident, but poorly executed. The work may lack structure and clarity, and may not comply fully with standard academic practice.	Basic knowledge of subject area's models/ideas/ concepts/ techniques.	Little independent thinking. Inconsistent evidence of critical analysis and little application of subject knowledge.	Adequate arguments that are poorly structured, with little synthesis of information/ arguments.	Reasonable, but incomplete, use of source material with some relevance. Attempts adherence to academic principles of good practice, e.g. referencing. Competent writing with some errors.

Third Class Honours (3rd)	Pass	40-49	Work demonstrates limited knowledge of subject area and a lack of understanding of basic ideas/concepts/models is evident. Critical analysis to a very limited extent. Presentation of the work may be incoherent and is of weak professional and academic quality.	Little knowledge of subject area's models/ideas/ concepts/ techniques.	Limited independent thought and limited evidence of critical analysis and ability to apply subject knowledge.	Inconsistently structured arguments that are descriptive with limited synthesis of information/ arguments.	Limited evidence of reading with major omissions. Limited adherence to good academic practice. Deficiencies in expression. Inconsistent and/or poor use of language.
Fail	Fail	0-39	The work demonstrates very limited or no knowledge of the subject area with a clear lack of comprehension of the main ideas/concepts/models. No evidence of the ability to critically analyse. Presentation of the work is unprofessional.	Very little or no knowledge of subject area's models/ideas/ concepts /techniques.	No independent thinking and inadequate evidence of critical analysis. No application.	Lacks evidence of ability to structure an argument.	Very limited or no evidence of reading with significant omissions. Ignorance of principles of good academic practice evident. Inarticulate and poor use of language.

IMPERIAL
BUSINESS SCHOOL

Imperial Business School
South Kensington Campus
London SW7 2AZ
United Kingdom

imperial.ac.uk/business-school