

GLOBAL
MANAGEMENT
SUMMER SCHOOL
4-15 JULY 2016

UCL
SCHOOL OF
MANAGEMENT



WELCOME TO GMSS

4-15 JULY 2016

UCL is excited to welcome over 40 MBA and postgraduate management students from around the world to the 2016 Global Management Summer School. Hosted by UCL School of Management, students will participate in an intensive two-week programme focusing on business and management issues in a UK and European context.

Under the guidance of world-class UCL academics and thought leaders, students will benefit from a greater awareness and understanding of how some of the top UK/EU companies apply concepts in leadership, strategy, negotiation, corporate social responsibility, finance and marketing to overcome challenges and succeed globally.

PROGRAMME OUTCOMES

At the end of the programme, students will:

- Acquire a solid understanding of contemporary management challenges and opportunities in the UK/EU.
- Receive more than 50 hours of academic and industry-led content.
- Develop their international professional network of employers and students.
- Be awarded a certificate for their involvement at the GMSS.
- Enjoy a culturally enriching experience in London, a city with some of the world's best parks, galleries, museums, restaurants and theatres.



GMSS HIGHLIGHTS

Over two weeks, students can expect to be immersed in a range of innovative learning activities including lectures, workshops, case studies, discussion groups, industry-led presentations, company visits and networking events.

Some highlights include:

- 30 hours of intensive classroom based learning covering a spectrum of business and management issues specific to the UK/EU.
- A one-day professional development course on capital markets delivered by the London Stock Exchange Group Academy at their City of London headquarters.
- A 'Professional Skills in the UK' session delivered by practitioners in Canary Wharf, London's global financial district.
- Insight sessions delivered by some of the UK's leading companies in management consulting, finance and technology.
- A River Thames boat cruise held on the final evening of the GMSS with an opportunity to network with UCL School of Management staff, students and alumni.



GMSS 2016 SESSIONS

1

Introduction to the GMSS and the UK/EU Business Environment

(3 hours)

After registration, students will be introduced to the different elements of the GMSS, including course content, expectations and assessment. Students will then be given an overview of the current challenges and opportunities of doing business in the UK in particular and the EU in general.

2

The Art of Communicating Leadership

(3 hours)

Leadership – the process of influencing, persuading and inspiring others to achieve common goals – is often considered an art. The purpose of this interactive session is to explore the tools and techniques that make this art possible.

3

Global Issues in Accounting and Finance: A UK Perspective

(3 hours)

This session provides students with an insight into the nature, role, and operation of the financial process within international organisations. It includes international financial reporting and ratio analysis.

4

Global Corporate Social Responsibility

(3 hours)

A cross-disciplinary perspective around the theme of managing CSR in a global context, including its social, economic and environmental aspects. The session will be organised around the discussion of a recent UK/EU-related case study.

5

Culture and Organisational Behaviour

(3 hours)

This session will focus on the interplay between national and corporate cultures that may influence global business interactions. It will provide a foundation of understanding what culture is, why it develops, and how it can be beneficial or detrimental to individuals and organisations working globally. We will draw on students' international experiences to build a better understanding of our own cultural expectations and biases.

GMSS 2016 SESSIONS

6

Marketing Issues in the EU

(3 hours)

This session covers the particularities of the European market from a marketing perspective. It looks at the challenges and opportunities of the European common market, including those related to its cultural and linguistic diversity.

7

Strategy and Innovation Management in a UK Context

(3 hours)

Starting with a UK case study, this session explores how the key to understanding strategy is shifting from 'what is the structure of the industry?' to 'what is the cycle speed of change in the industry?' It provides a number of tools and perspectives for analysing this shift.

8

Inside the Markets: The London Stock Exchange

(6 hours)

This one-day session will be delivered by the London Stock Exchange Group Academy at their venue in the London Stock Exchange headquarters. Students will learn about key actors in today's capital markets and how they interact.

9

Bringing it All Together

(3 hours)

Students will reflect upon and discuss how the different topics presented in the GMSS come together. Students will work in teams to prepare their assignments which will be presented the following morning.

10

Insight Sessions

(several full-day sessions)

Students will participate in various industry-led insight sessions across finance, management consulting, technology and entrepreneurship. These sessions, which can take place at company headquarters, will include discussions, presentations and networking opportunities.

Companies involved in 2015 included Chartered Institute of Management Accountants (CIMA), Chartered Insurance Institute (CII), Deloitte, Capco, SAP, IBM and Cisco.

ACCOMMODATION

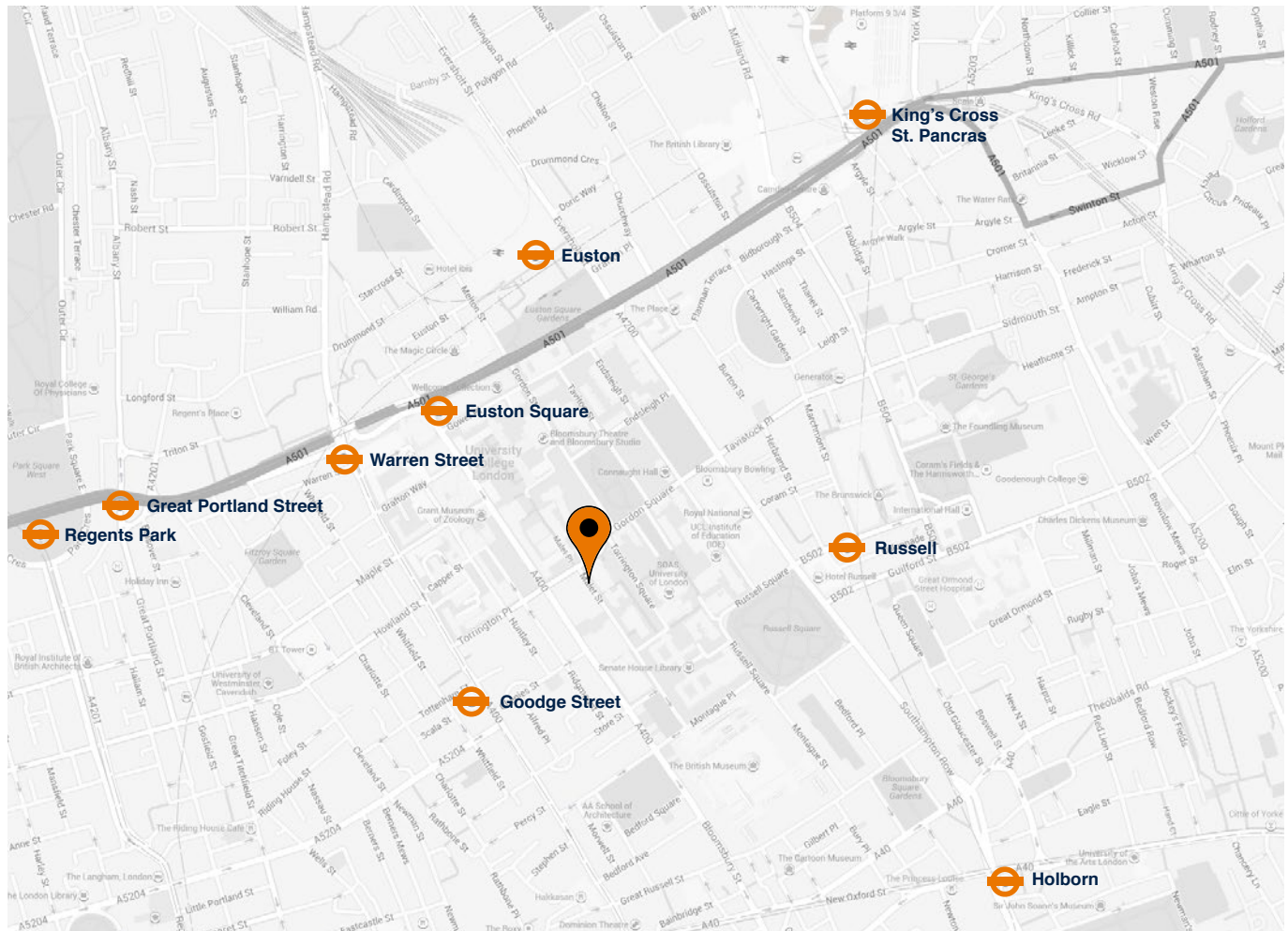
UCL School of Management will arrange student accommodation for the duration of the GMSS. Students will stay at **International Hall**, conveniently located in Bloomsbury (central London) and a short walk from the main UCL campus.

All rooms have a single bed and hand wash basin; bathrooms are shared. Breakfast is included.

International Hall is within close walking distance to Russell Square, King's Cross St. Pancras, Euston rail and underground stations, Oxford Street, Soho and the West End.

Accommodation check-in:
Sunday 3 July

Accommodation check-out:
Saturday 16 July



TUITION AND PERSONAL EXPENSES

UCL School of Management will waive tuition fees for students nominated by their home institutions. There are no additional administrative fees or charges.

Students are responsible for the cost of travel to and from the UK including airfare and visas, as well as personal expenses while in the UK such as food, transportation and entertainment.

UCL School of Management will cover the cost of some social activities and provide some snacks and refreshments.



THE UCL ADVANTAGE

UCL is one of the world's leading academic institutions, ranked 7th in the 2015/2016 QS World University Rankings.

UCL School of Management programmes aim to prepare students for leadership roles in the next generation of innovation-intensive organisations. We work closely with global companies and high-growth businesses at the cutting edge of management practice and benefit from being located in the heart of the global banking and financial district.

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