

LONDON'S GLOBAL UNIVERSITY



**UCL**

Global  
Management  
Summer  
School

**Department of  
Management Science  
and Innovation**

Monday 7 July 2014 to  
Friday 18 July 2014



[www.ucl.ac.uk/msi](http://www.ucl.ac.uk/msi)



## Dates

Monday 7 July 2014 to Friday 18 July 2014

## Description

The Global Management Summer School (GMSS) is held by the Department of Management Science and Innovation (MSI) in the Faculty of Engineering Sciences at University College London (UCL) in London.

In July 2014, the GMSS will welcome over 30 MBA and postgraduate management students from around the world who will join MSc Management students from UCL to study in business and management issues in a UK and European context in an intensive, 2-week programme.

Under the guidance of UCL academics and practitioners from major UK companies, participants will link their experience and education to management theory and practice, specific to the UK and EU. Participants will obtain a greater awareness and understanding of the business and management challenges faced in the UK and EU, and learn how local companies apply concepts in leadership, strategy, negotiation, corporate social responsibility, finance, and marketing to overcome these challenges and succeed globally.

Participants will have the opportunity to share their knowledge and ambitions, and will network with their peers from around the world as well as with London-based professionals.

MSI is a part of UCL, one of the world's leading academic institutions (ranked 4<sup>th</sup> in the world after MIT, Harvard, and Cambridge in the 2013/14 QS World University Rankings). It benefits from being located in the centre of London, the world's leading global financial and professional services centre.



## Content

Participants will receive over 20 hours of academic instruction from UCL faculty members covering various business and management issues specific to the UK and Europe.

Participants will complete a 1-day professional development course on capital markets delivered by the London Stock Exchange Group Academy at their headquarters in the City of London financial district.

Participants will undertake a 2-day 'Professional Skills in the UK' course delivered by UCL careers advisors as well as practitioners from major UK companies at a venue in the Canary Wharf financial district.

Participants will be involved in insight sessions on the management consulting and banking industries in the UK (1-day each) including workshops, presentations, networking, and company visits led by UCL careers advisors and industry practitioners.

Participants will have the opportunity to visit local attractions in and around London.

## Academic Outcomes

- Participants will acquire a solid understanding of contemporary management challenges and opportunities in the UK and the EU.
- They will receive a total of over 50 hours of academic- and practitioner-led content.
- They will have the opportunity to develop their international professional network by interacting with employers and other students from around the world.
- Participants will be awarded a certificate for their involvement at the GMSS.



## Schedule

### Week beginning Monday 7 July 2014

	Morning Session	Afternoon Session
<b>Monday</b>	<p><b>Introduction: Communicating Leadership in a Global Context</b> Leadership can be defined as the process of influencing, persuading, and inspiring followers to achieve common goals. The purpose of this session is to explore effective ways of communicating leadership in a global context.</p>	<p><b>Influencing and Negotiating Globally</b> This session will provide students with the fundamentals of effective negotiation and communication. The experiential learning approach will guide towards a better awareness and understanding of negotiation strategies and tactics to apply internationally in real-world negotiations.</p>
<b>Tuesday</b>	<p><b>Strategy and Innovation Management in a UK context</b> This session starts with the discussion of a UK case study and 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?' and provides a number of tools and perspectives for analysing this shift.</p>	<p><b>Global Corporate Social Responsibility</b> This session presents 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 organized around the discussion of a recent UK/EU-related case study.</p>
<b>Wednesday</b>	<p><b>The Current UK/EU Business Outlook</b> This session discusses the challenges and opportunities related to doing business in the UK in particular and in the EU in general. The session will include discussions and analyses of recent UK/EU-related examples and cases.</p>	<p><b>Markets and Customers in the EU</b> This session covers the marketing perspective, conceptual, and research tools for understanding and choosing customers, the organising framework for marketing, value creation, and realisation, communication and branding, and the design and management of the delivery of value in a European context.</p>
<b>Thursday</b>	<p><b>Banking and Finance Industry in the UK/EU Insight Day: Presentation &amp; Workshop</b> This session gives an overview of the current state of the banking sector in the UK/EU, types of roles that are typically found in this sector, and will include a practitioner-led case study.</p>	<p><b>Banking and Finance Industry in the UK/EU Insight Day: Company Visit</b> This session will give students the opportunity to learn more about a high-profile company in the UK banking sector. The afternoon will also give students the opportunity to network professionally with industry players.</p>
<b>Friday</b>	<p><b>Management Consulting in the UK/EU Insight Day: Presentation &amp; Workshop</b> This session gives an overview of the current state of the management consulting sector in the UK/EU, the types of roles that are typically found in this sector, and will include a practitioner-led case study.</p>	<p><b>Management Consulting in the UK/EU Insight Day: Company Visit</b> This session will give students the opportunity to learn more about a high-profile company in the UK management consulting sector. The afternoon will also give students the opportunity to learn more about potential entry routes and network professionally.</p>





## Schedule

### Week beginning Monday 14 July 2014

	Morning Session	Afternoon Session
Monday	<p><b>'Inside the Markets'</b>                      This session will be delivered by the London Stock Exchange Group Academy at their venue in the London Stock Exchange headquarters. Participants will learn about key actors in today's capital markets and how they interact.</p>	
Tuesday	<p><b>Global Issues in Accounting and Finance: a UK Perspective</b>                      This session provides participants with an insight into the nature, role, and operation of the financial process within international organisations. It includes international financial reporting and ratio analysis.</p>	<p><b>'Keeping an Even Keel'</b>                      This session will involve a visit to the Bank of England Museum. Participants will view a presentation explaining the role of the Bank of England in the UK economy.</p>
Wednesday	<p><b>Professional Skills in the UK</b>                      This is an intensive two-day programme designed to give international participants a practical understanding of the key skills sought by UK organisations as well as a current awareness of commercial issues and challenges in UK. Participants work together on business cases developed by leading multinational companies. This programme also includes guest speakers from industry.</p>	
Thursday	<p><b>Professional Skills in the UK</b>                      This is an intensive two-day programme designed to give international participants a practical understanding of the key skills sought by UK organisations as well as a current awareness of commercial issues and challenges in UK. Participants work together on business cases developed by leading multinational companies. This programme also includes guest speakers from industry.</p>	
Friday	<p><b>Bringing It All Together</b>                      In this session, participants will reflect upon and discuss how the different topics presented in the GMSS come together.</p>	<p><b>Networking and Farewell Event</b>                      In this event, participants will network among themselves and with UCL postgraduate students and alumni in a social setting.</p>





## Corporate Participation

The following companies will be involved with the GMSS through workshops, presentations, networking events, and company visits:

- Bank of England
- London Stock Exchange Group
- Capco
- Deloitte
- Standard Chartered Bank
- Capgemini
- HSBC

*NB the list of companies is subject to revision*



**London**  
Stock Exchange Group





## Tuition

MSI will waive tuition fees for participants nominated by their home institutions and accepted by UCL.

MSI will not levy any additional administrative fees or charges for participants.

## Accommodation

MSI will cover the cost of accommodation for participants for the duration of the Summer School for 13 nights from the evening of Sunday 6 July 2014 to the morning of Saturday 19 July 2014.

Participants will be accommodated in single rooms with hand wash basins. Bathrooms are shared. Breakfast is included.

International Hall is located in Bloomsbury in central London and is conveniently located just a few minutes away from the main UCL campus. In addition, the Hall is also within close walking distance to Russell Square, King`s Cross and St. Pancras, Euston rail and underground stations, as well as Oxford Street, Soho, and West End theatres.

<http://halls.london.ac.uk/summer-housing/international-hall>





## Personal Expenses

Participants are responsible for the cost of travel to and from the UK, including airfare, visas, etc.

Participants are also responsible for their own personal maintenance while in the UK, including food, transportation, entertainment, etc.

In some instances, MSI will provide snacks and refreshments, and will cover the cost of some social activities during the GMSS.

## Additional Activities

Participants will have the opportunity to visit local tourist attractions as well as nearby cities, e.g. Oxford or Cambridge.

MSI will host GMSS participants as well as UCL MSc Management staff, student, and alumni for a farewell River Thames boat cruise on the final evening on Friday 18 July.





## Contact Information

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