

GLOBAL MANAGEMENT SUMMER SCHOOL

3-14 JULY 2017

WELCOME

UCL IS EXCITED TO WELCOME
40 MBA AND POSTGRADUATE
MANAGEMENT STUDENTS FROM
AROUND THE WORLD TO THE
2017 GLOBAL MANAGEMENT
SUMMER SCHOOL.



What is the UCL GMSS

Hosted by UCL School of Management, students will participate in an intensive two-week programme focusing on business and management issues in a UK, European, and international 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 and European companies apply concepts in leadership, strategy, negotiation, ethical business, finance, and marketing to overcome challenges and succeed globally.

The UCL advantage

UCL is one of the world's leading academic institutions, ranked 7th in the 2017/2018 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.





FUTURE

LEADERS

GMSS Highlights

Over two weeks, students can expect to be immersed in a variety 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 range of business and management issues from a UK and European perspective.
- A one-day professional development course on capital markets delivered by the London Stock Exchange Group Academy at their City of London headquarters.
- Visits to the offices of world-leading organisations.
- Insight sessions delivered by some of the UK's leading companies into banking & finance, management consulting, technology and entrepreneurship, and social and digital media.
- 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 London as a Global City (3 hours)

After registration, students will be introduced to the different elements of the GMSS, including an overview of course content, expectations, and assessment.

Students will be given an overview of the history of London and its rise and establishment as a leading global city. Students will explore what makes London unique and the challenges the city faces.

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

Issues in Company and Project Valuations: An International Perspective (3 hours)

This session provides students with insights into the nature and associated strengths and weaknesses of financial valuation approaches in the context of international investments. The theories of core approaches are explained and illustrated, with a practical exercise set. The session examines the valuation of social media businesses, businesses which by their very nature straddle international borders.

4

Ethical Business and Competitiveness (3 hours)

In this session, the dynamics between the social good and business competitiveness are explored through the examples of fair trade and corruption based on a diversity of examples across the globe and from the audience.

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.

6

Marketing Issues in Europe (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

GMSS 2016 SESSIONS

(CONTINUED)

7

Machine Learning 101: Data Strategies in Business (3 hours)

Starting from the idea of using models to forecast or predict the behaviour of a business, students will look at the current methods emerging from the fields of Machine Learning and Artificial intelligence.

Students will workshop a specific application, introducing tools to understand the relationship between data, feature engineering, algorithms, and decision-making across a business. The session will conclude with a survey of some recent applications to inspire you to think about how to use data effectively within your own business.

8

The Force of Digital Transformation (3 hours)

This session explores the drivers of digital transformation and its impact on business, consumers, and markets with a specific focus on the UK and Europe. Through interactive case examples we will discuss the opportunities for business model re-innovation, disruptive new entrants and how to sustain competitiveness in a 'digital-first' environment.

9

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.

10

Bringing it all together (3 hours)

Inspired by the different topics explored during GMSS and the business opportunities they present, students will work in groups to develop and pitch business ideas and plans.

11

Insight Sessions (several full-day sessions)

Students will participate in various industry-led insight sessions across banking & finance, management consulting, technology & entrepreneurship, and social & digital media.

These sessions, which can take place at company headquarters, will include discussions, presentations, office tours, and networking opportunities. Companies involved this year include Chartered Institute of Management Accountants (CIMA), UBS, FCA, Bloomberg, Capco, SAP, Cisco, IBM, BBC Worldwide, Twitter, HSBC, and a variety of London

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.

Students can check-in from Sunday 2 July at 2pm and check-out by Saturday 15 July. 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 2 July
at 2pm

**Accommodation
check-out**
Saturday 15 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.

Programme outcomes

By the end of the programme, students will:

- Acquire a solid understanding of contemporary management challenges and opportunities in the UK and Europe.
- 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.

Contact Us

Michael Manlangit

Programme Director (International)

[*m.manlangit@ucl.ac.uk*](mailto:m.manlangit@ucl.ac.uk)

Shak Chowdhury

Employer and Alumni Engagement Manager

[*s.chowdhury@ucl.ac.uk*](mailto:s.chowdhury@ucl.ac.uk)

Sadia Begum

GMSS Administrator

[*s.begum@ucl.ac.uk*](mailto:s.begum@ucl.ac.uk)

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