



UCL  
SCHOOL OF  
MANAGEMENT

# GLOBAL MANAGEMENT SUMMER SCHOOL 9-20 JULY 2018

[mgmt.ucl.ac.uk](http://mgmt.ucl.ac.uk)

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# WELCOME

UCL IS EXCITED TO WELCOME MBA  
AND POSTGRADUATE MANAGEMENT  
STUDENTS FROM AROUND THE WORLD  
TO THE 2018 GLOBAL MANAGEMENT  
SUMMER SCHOOL.



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## What is the UCL Global Management Summer School

The Global Management Summer School (GMSS) is hosted by the 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, negotiation, ethical business, finance, innovation, organisational behaviour, and technology to overcome challenges and succeed globally.

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## The UCL advantage

UCL is one of the world's leading academic institutions, ranked 10th in the QS World University Rankings 2019.

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

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## GMSS Highlights

Over two weeks, students will 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 in banking & finance, management consulting, and technology & entrepreneurship.
- 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 2018 SESSIONS

1

## **Introduction to the GMSS and London as a Global City (3 hours)**

Students will receive a brief introduction 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

## **Influencing and Negotiating Globally (3 hours)**

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.

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# GMSS 2018 SESSIONS

## (CONTINUED)

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### **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.

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8

### **Innovation Practices** (3 hours)

The session aims to introduce students to the main issues in innovation management and give students an awareness of the key features of success. The session will emphasise the relevance of business models to foster innovation and cover the traditional view of innovation in products and services. The session will present contemporary frameworks for understanding innovation and students will explore these frameworks through small exercises. Students will learn the relevance of embedding innovation in their business practices.

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### **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.

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### **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.

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### **Insight Sessions** (several full-day sessions)

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

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

## Accommodation

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

Students can check-in at 2pm on Sunday 8 July and check-out at 10am on Saturday 21 July.

College 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.

The cost of accommodation is based on the relationship between UCL and the partner institution. Students should confirm accommodation costs with their own institution.



**Accommodation  
check-in**  
Sun 8 July at 2pm

**Accommodation  
check-out**  
Sat 21 July at 10am



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## **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.

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## **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 40 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.

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## Contact Us

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