



UCL
SCHOOL OF
MANAGEMENT

GLOBAL MANAGEMENT SUMMER SCHOOL

28 JUNE - 9 JULY
2021

mgmt.ucl.ac.uk

WELCOME

UCL IS EXCITED TO WELCOME MBA
AND POSTGRADUATE MANAGEMENT
STUDENTS FROM AROUND THE
WORLD TO THE 2021 ONLINE GLOBAL
MANAGEMENT SUMMER SCHOOL.



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 communication, innovation, entrepreneurship, finance, digital technology, and data strategies to overcome challenges and succeed globally.

The UCL advantage

UCL is one of the world's leading academic institutions, ranked 10th in the QS World University Rankings 2021.

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 will be immersed in a variety of innovative learning activities, including lectures, workshops, case studies, discussion groups and industry-led presentations.

By the end of the programme, students will

- Acquire a solid understanding of contemporary management challenges and opportunities in the UK and Europe
- Receive 30 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

GMSS 2021 SESSIONS

1

Introduction to the GMSS

Students will receive a brief introduction to the different elements of the GMSS, including an overview of course content, expectations, and assessment.

2

Leadership and Communication (3 hours)

Communication is a core leadership function and a key characteristic of a good leader – and speaking confidently in public is a key part of that. This session will explore the public speaking tools and storytelling techniques used by leaders to connect with the people they need to influence, inspire and motivate to achieve common goals.

3

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.

4

Accelerating Digital Transformation (3 hours)

This session provides students cutting-edge insight into how organisations across industries approach their digital transformation and seek to create new value for customers and partners through the use of digital technologies. This session includes interactive activities and participation.

5

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.

GMSS 2021 SESSIONS

(CONTINUED)

6

Disruption, Innovation and Entrepreneurship (3 hours)

In this session we will consider the importance of entrepreneurial thinking and action for individuals and organisations seeking to thrive in Volatile, Uncertain, Complex and Ambiguous (VUCA) business contexts. We will consider how entrepreneurs create and capture value and investigate enablers and barriers to entrepreneurship in the current economic climate.

8

Insight Session

Students will participate in an industry-led insight session which will include a presentation, discussion and opportunity to ask questions.

7

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.

9

Bringing it all together (3 hours)

Inspired by the various topics explored during the GMSS, students will work in groups to develop and pitch business ideas and plans, receiving project assistance and business modelling assistance from staff experts.

Contact Us

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