



ROBERT KENNEDY COLLEGE
SWISS QUALITY EDUCATION

University of
Cumbria

RANKED #8 in the WORLD

for Quality Education by
The Times Higher Education in 2020

100% ONLINE

MBA, MSc and LLM

Offered by the Robert Kennedy College, Zürich
in exclusive partnership with University of Cumbria

WORLDWIDE RECOGNISED DEGREE

- 
- **100% Online Master of Business Administration**
 - **100% Online MBA Leadership and Sustainability**
 - **100% Online MBA International Business**
 - **100% Online MBA Energy and Sustainability**
 - **100% Online MBA Media Leadership**
 - **100% Online MBA Finance and Sustainability**
 - **100% Online MBA International Healthcare Management**
 - **100% Online MBA Public Health Management**
 - **100% Online MBA Educational Leadership**
 - **100% Online MBA Tourism**
 - **100% Online MBA Risk Management**
 - **100% Online MBA Artificial Intelligence**
 - **100% Online MBA Digital Marketing**
 - **100% Online MBA Information Technology**
 - **100% Online MSc Computer Science and International Business**
 - **100% Online MSc Data Analytics**
 - **100% LLM International Business Law**

The Robert Kennedy College and University of Cumbria Masters

The University of Cumbria has been providing superlative education in its campuses in England since 1822. Now, wherever in the world you are, thanks to an exclusive partnership with the highly respected Swiss higher-education institution Robert Kennedy College, you too can benefit from its 195 years of experience of providing an outstanding British learning experience.

Robert Kennedy College offers unique MBA and MSc programmes, through its exclusive partnership with the University of Cumbria Business School. For the last seven years this partnership has existed to deliver

online postgraduate qualifications for managers worldwide.

As in business, personal success starts from the right decisions. Designed for your success, an MBA creates distinctive managers with a comprehensive knowledge of the latest business practices; however, with dozens of MBA programmes available throughout the world, it is increasingly difficult to choose the one which best matches not just your current needs but also your future career aspirations.

The MBA is the global gold standard management qualification providing a

rigorous and challenging postgraduate business and management experience, and our online blended learning MBAs are designed for those working in a wide variety of managerial, technical and professional roles. Our students develop alongside other experienced international managers and business professionals, facilitating their transition to more effective managers or professionals.

You will enjoy the benefits of a dedicated and experienced teaching team, superb student support and affordable tuition fees with interest-free payment plans. You will learn at Switzerland's premier private college,



and graduate with students from over 150 different countries with an MBA that is recognised worldwide, from a traditional British University, the University of Cumbria. Today's business is increasingly international, and the overall learning experience is designed to allow you to think and compete globally. Each MBA consists of six taught modules, one of which takes place during a week at one of the University of Cumbria's UK campuses. Students develop a thorough understanding of key management and leadership skills relevant to their future careers.

Our eleven unique courses are:

- 100% Online Master of Business Administration
- 100% Online MBA Leadership and Sustainability
- 100% Online MBA International

Business

- 100% Online MBA Energy and Sustainability
- 100% Online MBA Media Leadership
- 100% Online MBA Finance and Sustainability
- 100% Online MBA International Healthcare Management
- 100% Online MBA Public Health Management
- 100% Online MBA Educational Leadership
- 100% Online MBA Tourism
- 100% Online MBA Risk Management
- 100% Online MBA Artificial Intelligence
- 100% Online MBA Digital Marketing

- 100% Online MBA Information Technology
- 100% Online MSc Computer Science and International Business
- 100% Online MSc Data Analytics

100% Online Master of Business Administration

The MBA is the prime management qualification for managers. Designed for your success, the MBA creates distinctive managers with a comprehensive knowledge of the latest business practices. This MBA gives you a great overview of the business world and further enhances your knowledge and skills. It provides a much deeper understanding of the business environment and helps you to become a more able manager.



100% Online MBA Leadership and Sustainability

In a changing world, leadership is the ability to influence a group towards goals and values which are sustainable and contain a vision for the future. Designed for tomorrow's leader, the MBA in Leadership and Sustainability creates distinctive managers with a unique leadership-oriented career opportunity. This programme in Leadership and Sustainability creates individuals who have the ability to be far-sighted and actively engage with their environment to responsibly transform ideas into reality.

100% Online MBA International Business

This MBA is designed to help you meet the challenges of the complex environment in which organisations today must increasingly operate, with

global markets no longer the sole remit of multinational corporations. The programme includes a module on the International Marketing and Business Environment, while in the core module you will join with fellow students from a multinational environment to develop the skills needed to tackle global-local challenges in ethics, responsibility and sustainability.

100% Online MBA Energy and Sustainability

The aim of this MBA programme is to provide you with the opportunity to engage in an experience that will enhance your ability to develop and lead, within a sustainability agenda that focuses on the rapid changes in the evolving energy sector. It can act as a catalyst to develop your knowledge and infuse new perspectives to your professional

goals.

Along with the principal modules it also includes general management modules that will lead to the acquisition of new skills and knowledge.

100% Online MBA Media Leadership

The MBA Media Leadership equips you with the knowledge and understanding required to analyse, direct and develop business operations in the increasingly important modern media environment, involving journalism, marketing and public relations. It critically explores key issues and forces that shape the development of media in a global context, particularly convergence of activities, interactivity with audiences and entrepreneurship. You can complete the online MBA in Media Leadership offered in exclusive



partnership with the Robert Kennedy College at a pace, place and location which suits you, while continuing to work.

100% Online MBA Finance and Sustainability

The MBA in Finance and Sustainability qualification provides a comprehensive introduction to the field of sustainable finance with an analysis of the social, ethical and governance dimensions of different financial service sectors, and evaluates related initiatives from both private and public-benefit perspectives.

100% Online MBA International Healthcare Management

The MBA International Healthcare Management is designed to provide healthcare managers with the tools

to analyse, direct and develop administrative activities more effectively, in an environment where growing demand is being continually faced with financial constraints.

100% Online MBA Public Health Management

Effective public health policy is an increasingly important means of developing a more holistic approach to healthcare, and this MBA programme will equip managers with the tools to analyse, direct and develop activities designed to improve the public health environment of their region.

100% Online MBA Educational Leadership

This specialised MBA in Educational Leadership explores the nature of leadership from both the individual

and the collective or depersonalised perspective, and apply them to their own professional context. In addition, students will critically analyse the relationship between leadership, educational purpose, pupil outcomes and tensions created in attempting to measure public value in a service characterized by complexity. Although there may be some bias towards UK practice in particular with respect to case study discussions, the programme should be considered global in terms of its coverage of leadership and education.

100% Online MBA Tourism

This specialised MBA in Tourism explores the range of concepts of the functions of management within the tourism industry, evaluating how tourism is structured and organised as a business, and how it can be



sustainably operated as a destination in the global context. Although there may be some bias towards UK practice in particular with respect to case study discussions, the programme should be considered global in terms of its coverage of tourism.

100% Online MBA Risk Management

This specialised MBA in Risk Management explores the range of concepts and functions of risk management and associated practices within the business sector, evaluating how effective risk management processes and practices are and how risk can be addressed and minimised in business in the global context (although there may be some bias towards UK practice in particular with respect to case study discussions, the programme should

be considered global in terms of its coverage of risk).

100% Online MBA Artificial Intelligence

Artificial Intelligence and Machine Learning have become mainstream tools in driving business, as they are being applied across industries for a variety of goals such as reducing costs, enhancing customer experience, increasing profits - in short, spending less to do more. Artificial Intelligence and Machine Learning have already started revolutionising the business world, as many businesses are already using such technologies to achieve a competitive advantage. The MBA Artificial Intelligence is devised to equip you with the skills and knowledge required to manage the intricacies that stem from an artificial

intelligence driven world. You are presented with an opportunity to study the key issues that stem from deploying AI technologies, the impact that AI has in management and business strategy, and the actions executives ought to take while creating a strategy for their company, through modules on Information Management, Artificial Intelligence and Data Analytics.

100% Online MBA Digital Marketing

The rapid emergence of digital media over the last few years has revolutionised the way that companies can undertake their marketing with an ability to almost target customers on an individual basis. This has contributed to changing the landscape of jobs and how work is done today, encouraging businesses



and business schools alike to evolve the way that marketing is viewed as an independent function. In keeping with this ever-evolving nature, schools are revising their curricula to keep pace with these changes; digital, technology, and data-driven or analytics-based approaches are becoming the new game. The MBA Digital Marketing will prepare students with the skills needed to engage with customers via digital media and effectively market businesses across digital networks, by enhancing the classic MBA with modules on Digital Marketing, Information Management and Data Analytics.

100% Online MBA Information Technology

Managers, and even more so IT managers, have nowadays to deal with the interconnected business and technology worlds. While all these leaders usually have a deep background in information systems management, either acquired practically, or through previous tech-related studies, they are usually also accountable for leading a highly qualified team and overseeing key projects and assets. Long gone are the days when one could casually ignore business matters to focus on improving IT technologies and services. It is common knowledge that managers, be they in IT or not, who do not fully recognise and support their enterprise's business goals put their own job at risk. This is a key driver for managers, who want to gain exposure

to how technology intertwines with business, seeking to gain an MBA. The MBA Information Technology answers this demand, providing students with the skills required to manage both IT systems and people, blending the established business knowledge of an MBA with specialised courses on Information Management and Internet of Things.

100% Online MSc Computer Science and International Business

Today's world is dominated by technology and the shift towards connecting objects, processes and people is at an all-time high. The key drivers for these changes have been the wide adoption of computing systems and the wide spread of the Internet. As prices for technology have gone down with the spread of adoption, computers and networks have crept into all aspects of everyday life, be it at home or at work, creating a high demand of people that possess skills and knowledge required to drive businesses into the future. At the same time the Internet has opened global markets to even the smallest companies. The MSc Computer Science and International Business seeks to provide students with the opportunity to gain a deeper understanding on how business merges with technology, offering a blend of computer science subjects and core business topics. Digital Marketing, Leadership and Sustainability and International

Marketing and Business Environment modules offer insights into the core business areas of running a business while Information Management, Advanced Databases and Internet of Things provide students with exposure to computer systems' fundamentals.

100% Online MSc Data Analytics

Computers and the advent of the Internet have brought upon the world the age of information and big data, and organisations want to retain as much information as possible about their business as they appreciate the role of data in gaining insights and out-thinking competitors. As a result, there is an increasing demand for people who nurture analytical skills and can make educated decisions to promote organisational success. The MSc Data Analytics is designed to accommodate a broad audience of learners whose particular pursuits in data analytics might be either technical or business focused. The programme makes use of academic research, industry-defined practical problems, and case studies, to offer an approach that will genuinely foster a deeper knowledge of the subject area.

LLM International Business Law

The University of Cumbria has been offering superlative education in its campuses in England since 1822. Now wherever you are in the world, through an exclusive partnership with the highly

respected Swiss higher-education institution Robert Kennedy College, you can benefit from its 190 years of experience of providing an outstanding British learning experience.

The LL.M is the prime legal qualification for lawyers and managers wishing to strengthen their legal knowledge; research indicates that the LL.M is a catalyst for individuals with strong career aspirations. The University of Cumbria now offers students the opportunity to complete an LL.M by blended learning, enabling them to study while continuing to work. The University of Cumbria has received 100% student satisfaction in the 2018 National Student Survey.

The University of Cumbria LL.M qualification continues to be the gold standard for career development not only within the Legal sector, including those practising law in commercial and business fields, but also in the Business and Management field. It is often a vehicle for gaining promotion to middle and senior management, by demonstrating a broader capability and knowledge than in business alone. As global business law development continues to grow and evolve, this programme offers the opportunity to those who want to develop their careers to gain the qualification in just one year.

A dedicated and experienced teaching team, superb student

support, affordable tuition fees with interest-free payment plans, and the possibility to fast track and complete the programme in 12 months are among several elements that set this programme apart. Tutors teaching on the programme are legal professionals with a wealth of experience in both academic theory and the practical application of those theories.

The introductory module “Advanced Legal Skills” and the residential module “International Alternative Dispute Resolution” are taught by the University of Cumbria programme leader, Ann Thanaraj, Barrister and Senior Lecturer in Law, and other senior academics from the University of Cumbria. Dr. David Costa, Dean of Robert Kennedy College, who leads the “Transnational Business Law” module, has extensive experience in Investment Law, including doctoral studies at the University of Basel, Switzerland, post-graduate studies in U.S. Law at the Washington University in St. Louis School of Law, and the University of Northumbria at Newcastle Law School. Additionally, Dr. Costa is a regular guest as a market strategist on international TV networks such as CNBC and Bloomberg television.

Learn at Switzerland's premier private college and graduate with students from 150 different countries with an LL.M in International Business Law,

recognised worldwide, from a traditional British University.

Duration

Minimum 12 months

Maximum 5 years

Delivery Method

100% online via OnlineCampus (an interactive online learning environment) with intensive class discussion and collaboration.

Places

The number of places per term is strictly limited to 90

.

Tuition Fees

12,000 CHF (Swiss Francs)

This fee includes online library access (including ebooks), OnlineCampus

access, graduation fees, and University matriculation fees. Fees are payable in interest free instalments, however, the programme is not eligible for UK Postgraduate Loans for Master's Study. The fees are for the entire programme, and include all the courses as well as supervision for the final dissertation.

If you decide to take an optional residential week, travel expenses and accommodation are not included in these fees.

Accreditation and Worldwide Recognition

The University of Cumbria MBA programmes, offered online in exclusive partnership with Robert

Kennedy College, are recognised worldwide. Once you complete your studies at Robert Kennedy College, you will receive a degree from the University of Cumbria.

The University of Cumbria received the University title, and degree awarding powers, from Her Majesty's Most Honourable Privy Council. It is fully recognised by the British Government and duly listed on the United Kingdom's Department for Education list of recognised UK awarding institutions.



About the University of Cumbria

The University of Cumbria has roots extending back to the Society for the Encouragement of Fine Arts, established in 1822. It was created formally on 1st August 2007 from an amalgamation of St Martin's College, Cumbria Institute of the Arts, and the Cumbria campuses of the University of Central Lancashire. The University has campuses in Carlisle, Ambleside, and Lancaster and a specialist teacher education centre in London. The University also has strong links and a close working partnership with the four FE (Further Education) Colleges in Cumbria (Lakes College, Furness College, Carlisle College, and Kendal College) to enable HE (Higher Education) delivery locally across the county.

The University offers a high-quality learning experience in a supportive environment which enables students to achieve their personal and professional potential wherever they study. It is committed to a learning approach which is innovative, flexible, and student-centred, and which utilises the latest technology. The University also works closely with employers, schools, colleges,

and agencies in the region to offer research, scholarship, and knowledge transfer, excellence shaping and supporting social, cultural, and economic development in support of the inclusion sustainable communities' agenda. In so doing, the University of Cumbria recognises that its students are a mix of full and part-time, young and mature, vocational and scholastic, who access higher and knowledge education for a variety of reasons, while it celebrates that its graduates will be creative, enterprising, and resourceful;

equipped to lead in their fields and in their communities.

The University of Cumbria MBA programme offered online in exclusive partnership by the Robert Kennedy College is recognised worldwide. The University of Cumbria received the University title, and degree awarding powers, from Her Majesty's Most Honourable Privy Council. It is fully recognised by the British Government and duly listed on the United Kingdom's Department for Education list of recognised UK Universities.



About Robert Kennedy College

Robert Kennedy College is a private educational institution in Zürich, Switzerland that was founded in 1998. The College pioneered Swiss quality online learning; we offer rigorous but flexible learning programmes, enhanced by state of the art online e-learning technology that has been developed entirely in-house. The Robert Kennedy College online Masters level programmes are in an exclusive partnership with the University of Cumbria, and recognised worldwide.

Our instructors are graduates from some of the best universities worldwide, and with over 7,000

students from 130 different countries, we are a truly international establishment.

Our students benefit from our proprietary state of the art online delivery platform OnlineCampus: an all-encompassing interactive and easy-to-use software which makes studying online a truly satisfying experience. RKC employs highly qualified instructors who are graduates from leading universities such as the Harvard Business School, Stanford University, Oxford University, University of Basel, Washington University just to name a few.

By studying at Robert Kennedy College you are sure that your qualification will be recognised anywhere. University of Cumbria degrees are recognised worldwide.



Admission Requirements

We welcome applications from students who may not meet the formal entry criteria but who have relevant experience or the ability to pursue the course successfully.

The formal entry requirements are:

- An honours degree at 2:2 or above.
- At least 2 years' relevant work experience.
- English language at IELTS 6.5 (minimum of 5.5 in each component).

Applications are considered from candidates who do not meet the

formal entry requirements but can provide evidence of equivalence.

Examples of equivalence are:

- A wide range of professional qualifications and/or work experience.
- Working or studying in English or an English-speaking environment.

Applications will be considered from candidates who do not meet the formal entry requirements but who can demonstrate by interview the commitment to complete the programme successfully.



Programme Rationale and Philosophy

The MBAs have been shaped to form what the programme team believes to be a unique curriculum.

They allow students to:

- Gain a UK Higher Education Institution accredited MBA.
- Study in their own time (in whichever time-zone they live).
- Study at their own pace (within the current period of University of Cumbria regulations for part-time study).
- Continue to live in their own country/location without disrupting family life.
- Continue to pursue their existing career without a break.

The Master of Business Administration, MBA Leadership and Sustainability, MBA International Business, MBA Energy and Sustainability, MBA Media Leadership, MBA Finance and Sustainability, MBA International Healthcare, MBA Public Health Management, MBA Educational Leadership, MBA Tourism and MBA Risk Management all aim to develop an understanding and

critical appreciation of the theories, tools and techniques of leadership and management that will enable graduates to participate more effectively in leading organisational change. In doing so, the programmes seek to improve the quality of management as a profession. In particular, the overarching purpose is, in the context of the specific award, to provide students with:

- An advanced understanding of the management of organisations and the changing external context in which they operate;
- Opportunities for the systematic development of the skills of objective analysis, evaluation, and presentation to enable students to develop confidence in appraising and implementing management strategies effectively;
- An ability to apply knowledge and understanding of business and management to complex issues, both systematically and creatively, and to have a critical understanding of how business and management practice may be improved;
- A stimulating academic

environment which is based upon the values of academic openness and critical appraisal.

The MBAs consist of the standard 180 Level-7 credits that constitute an NQF (UK National Qualifications Framework) Masters award, the content being informed by QAA (UK Quality Assurance Agency) benchmark statements for Business and Management programmes. 60 credits of the programme are provided by a dissertation.

Programme Outline of the MBAs

There are no average courses within our MBA programmes. We are bound to provide an exceptional learning experience, and there is no better way to achieve this aim than with outstanding courses. They have been carefully crafted by experienced professors and are all meant to make you a more successful and efficient manager.

There are no old-fashioned exams. Instead you are given real-life case studies and essays, which allow you to think critically about your company



and your own career. All this might seem too glossy but there is one catch: we do not accept average candidates. Only individuals as outstanding as our values can find their way toward admission at the Robert Kennedy College.

The scheme has been designed to meet the aims of the online MBAs in a flexible manner and can be tailored to the individual preferences of each student.

Each MBA programme starts with an online Induction which is a Not for Credit module. It will be the starting point of the programme. The induction process is designed to familiarise you with the programme design, requirements and resources,

as well as with the way online interaction, learning and grading will take place. After the induction you should be familiar with academic life, including academic writing, library services and library access, OnlineCampus access, and academic support services.

The MBAs require you to complete six modules plus a final dissertation. The modules in the MBAs are:

100% Online Master of Business Administration

Stage 1

Six taught modules (120 credits)

- Organisational Behaviour
- Marketing Management
- Financial Management
- Tackling Global-Local Challenges in Ethics, Responsibility and Sustainability
- Strategic Management

Electives: (choose any one)

- Information Management
- Corporate Strategy and Competitiveness (*based on material developed by the Institute for Strategy and Competitiveness at Harvard Business School, including a residency in Zürich, Switzerland*)

Stage 2

Individual Dissertation (60 credits)

Module Descriptions

Organisational Behaviour

The aims of this module are to provide

an introduction to core concepts of the way people are managed in organisations. To that end it will offer opportunities for study by prospective as well as experienced managers, to consider the history and development of management thinking and theory, using modern ideas to assess and evaluate their own personal experiences of organisations and dynamics. The module will act as bedrock upon which other managerial ideas and processes can be developed later in the course.

With a variety of real-life case studies, you will be asked to make decisions which will inevitably influence the (work) life of your employees. These are, of course, backed by the core taught concepts, which feature group dynamics, motivation and leadership, group behaviour, communication, power, conflict and prejudice in the workspace, organisational culture, and how to manage and understand change within an organisation.

Marketing Management

You will reinvent the airline business, redefine the boundaries of retailing, manage the sales of an online

computer mega-store, and learn how to focus on your customer. Seems like a bold prediction but it is just the content of marketing management directed by a marketing specialist. The teaching of market segmentation, environment, research, innovative sales systems, international marketing, and policy planning and implementation will make sure that your view of marketing will never be the same. A concrete marketing plan for your company or your own business will be your final assessment, providing you with flexibility and effective learning results, which you can assess and apply in no time.

Financial Management

Business is about profit, and there can only be sustainability with a proper knowledge of effective financial management. Oxford and Harvard Business School graduate Professor David Duffill will expand and reinforce your knowledge of financial accounting, management accounts, budgeting and financing.

Tackling Global-Local Challenges in Ethics, Responsibility and Sustainability

This unique module aims to provide

learners with the opportunity to conceptualise ethics, responsibility and sustainability in diverse global settings. It allows students to develop an insight into the expanding role of sustainable development, corporate governance, responsible business practice and the ethical dimensions of organisational policies and practices.

University of Cumbria faculty members will guide you in the daily classes, enriched by contemporary case studies and teamwork in this innovative and unique topic.

There will be an option to take this as a residential at University of Cumbria in the UK.

Strategic Management

Do you really think strategically? Is your strategy sustainable and well formulated? How would you implement your newly formulated strategy?

As you start on this course, you might just discover that you didn't really know the answers to these questions. Not only will you learn about strategy formulation context, content, and its effective implementation, you will also be studying the latest business strategies from Harvard Business School case studies such as those of Facebook, Kellogg, and Google, as well as traditional analytical tools such as Porter's Five Forces model, which will serve as a platform for your endeavours at innovative thinking.

Information Management

Elective module

Cloud Computing, Linux and Open Source Software, Social Media. These are only a few of the new technological innovations and, at the same time, challenges presented to the managers of tomorrow.

This module aims to enable you to develop a conceptual and comprehensive understanding of the manager's role in relation to the leading of the effective management and use of information, information technology, and information systems and to apply these within an organisational/strategic context.

Corporate Strategy and Competitiveness

Elective module including a one-week residency in Zürich, Switzerland

This course is based on materials developed by the Institute for Strategy and Competitiveness at Harvard Business School. The Institute was founded by Professor Michael Porter, the Bishop William Lawrence University Professor at Harvard Business School and the leading authority on corporate strategy and competitiveness. At Robert Kennedy College this outstanding course is taught by Robert Kennedy College Deputy Dean and Harvard Business School MBA graduate Professor David Duffill.

The course explores tools developed by Professor Michael Porter, such

as the Value Chain and Five Forces, and explores the determinants of national and regional competitiveness building from the perspective of firms, clusters, sub-national units, nations, and groups of neighbouring countries.

The course is concerned not only with government policy, but with the roles that firms, industry associations, universities, and other institutions play in competitiveness. It takes examples from both advanced and developing economies, and addresses competitiveness at multiple levels. Students who take this elective have access to the exclusive video lectures of Professor Porter and are required to attend the residential session in Zürich, Switzerland.

100% Online

MBA Leadership and Sustainability

Stage 1

Six taught modules (120 credits)

- Organisational Behaviour
- Marketing Management
- Financial Management
- Tackling Global-Local Challenges in Ethics, Responsibility and Sustainability
- Leadership and Sustainability

Electives: (choose any one)

- Information Management
- Money Management
- Corporate Strategy and Competitiveness *(based on material developed by the Institute for Strategy and Competitiveness at Harvard Business School, including a residency in Zürich, Switzerland)*

Stage 2

Individual Dissertation (60 credits)

Module Descriptions

Organisational Behaviour

The aims of this module are to provide an introduction to core concepts of the way people are managed in organisations. To that end it will offer opportunities for study by prospective as well as experienced managers, to consider the history and development of management thinking and theory, using modern ideas to assess and evaluate their own personal experiences of organisations and dynamics. The module will act as bedrock upon which other managerial ideas and processes can be developed later in the course.

With a variety of real-life case studies, you will be asked to make decisions which will inevitably influence the (work) life of your employees. These are, of course, backed by the core taught concepts, which feature group dynamics, motivation and leadership, group behaviour, communication, power, conflict and prejudice in the workspace, organisational culture, and how to manage and understand change within an organisation.

Marketing Management

You will reinvent the airline business, redefine the boundaries of retailing, manage the sales of an online computer mega-store, and learn how to focus on your customer. Seems like a bold prediction but it is just the content of marketing management directed by a marketing specialist. The teaching of market segmentation, environment, research, innovative sales systems, international marketing, and policy planning and implementation will make sure that your view of marketing will never be the same. A concrete marketing plan for your company or your own business will be your final assessment, providing you with flexibility and effective learning results, which you can assess and apply in no time.

Financial Management

Business is about profit, and there can only be sustainability with a proper knowledge of effective financial management. Oxford and Harvard Business School graduate Professor David Duffill will expand and reinforce your knowledge of financial accounting, management accounts, budgeting and financing.

Tackling Global-Local Challenges in Ethics, Responsibility and Sustainability

This unique module aims to provide learners with the opportunity to conceptualise ethics, responsibility and sustainability in diverse global settings. It allows students to develop an insight into the expanding role of sustainable development, corporate governance, responsible business practice and the ethical dimensions of organisational policies and practices.

University of Cumbria faculty members will guide you in the daily classes, enriched by contemporary case studies and teamwork in this innovative and unique topic.

There will be an option to take this as a residential at University of Cumbria in the UK.

Leadership and Sustainability

The aim of this module is to examine the nature of leadership and in particular its role in the development of sustainable business and business practices. Among other activities you will analyse and evaluate the business case for sustainable practice in selected sectors and organisations, examine the potential for implementing sustainable business practices for selected sectors and organisations, analyse personal leadership practice and its development and evaluate

the personal relevance of and implications for leading sustainable change in business.

Information Management

Elective module

Cloud Computing, Linux and Open Source Software, Social Media. These are only a few of the new technological innovations and, at the same time, challenges presented to the managers of tomorrow.

This module aims to enable you to develop a conceptual and comprehensive understanding of the manager's role in relation to the leading of the effective management and use of information, information



technology, and information systems and to apply these within an organisational/strategic context.

Money Management

Elective module

The successful management of financial assets, be they of an individual, a small business, or a large corporation demands a knowledge of financial markets, how they operate, what instruments and investment vehicles are available, and what macro-economic forces are acting upon them. This module is designed to provide you with a broad understanding of financial markets (as distinct from a narrow specialist approach) but with sufficient details of their many components so that you may make your own investment decisions and interact with your specialist advisers.

Particular attention will be given to portfolio composition and management through ETF (Exchange Traded Funds), Mutual Funds and other innovative vehicles such as structured products. Students attending this class will be able to access the Morningstar Investment Research Library and run a simulated portfolio through the OnlineCampus Trading platform.

Corporate Strategy and Competitiveness

Elective module including a one-week residency in Zürich, Switzerland

This course is based on materials

developed by the Institute for Strategy and Competitiveness at Harvard Business School. The Institute was founded by Professor Michael Porter, the Bishop William Lawrence University Professor at Harvard Business School and the leading authority on corporate strategy and competitiveness. At Robert Kennedy College this outstanding course is taught by Robert Kennedy College Deputy Dean and Harvard Business School MBA graduate Professor David Duffill

The course explores tools developed by Professor Michael Porter, such as the Value Chain and Five Forces, and explores the determinants of national and regional competitiveness building from the perspective of firms, clusters, sub-national units, nations, and groups of neighbouring countries.

The course is concerned not only with government policy, but with the roles that firms, industry associations, universities, and other institutions play in competitiveness. It takes examples from both advanced and developing economies, and addresses competitiveness at multiple levels. Students who take this elective have access to the exclusive video lectures of Professor Porter and are required to attend the residential session in Zürich, Switzerland.

100% Online

MBA International Business

Stage 1

Six taught modules (120 credits)

- Organisational Behaviour
- Financial Management
- International Marketing and Business Environment
- Tackling Global-Local Challenges in Ethics, Responsibility and Sustainability
- Strategic Management

Electives: (choose any one)

- Information Management
- Corporate Strategy and Competitiveness *(based on material developed by the Institute for Strategy and Competitiveness at Harvard Business School, including a residency in Zürich, Switzerland)*

Stage 2

Individual Dissertation (60 credits)

Module Descriptions

Organisational Behaviour

The aims of this module are to provide an introduction to core concepts of the way people are managed in organisations. To that end it will offer opportunities for study by prospective as well as experienced managers, to consider the history and development of management thinking and theory, using modern ideas to assess and evaluate their own personal experiences of organisations and dynamics. The module will act as bedrock upon which other managerial ideas and processes can be developed later in the course.

With a variety of real-life case studies, you will be asked to make decisions which will inevitably influence the (work) life of your employees. These are, of course, backed by the core taught concepts, which feature group dynamics, motivation and leadership, group behaviour, communication, power, conflict and prejudice in the workspace, organisational culture, and how to manage and understand change within an organisation.

Financial Management

Business is about profit, and there can only be sustainability with a proper knowledge of effective financial management. Oxford and Harvard Business School graduate Professor David Duffill will expand and reinforce your knowledge of financial accounting, management accounts, budgeting and financing.

International Marketing and Business Environment

You will reinvent the airline business, redefine the boundaries of retailing, manage the sales of an online computer mega-store, and learn how to focus on your customer.

Seems like a bold prediction, but it is just the content of the International Marketing and Business Environment module.

The module aims to develop your ability in applying knowledge and understanding of marketing issues in a range of international business contexts and to enable you to evaluate marketing practice to be effective in dealing with marketing professionals in context. Furthermore, it will prepare

you for and/or build on a career in business or business research by developing marketing skills and enhancing lifelong learning skills.

Tackling Global-Local Challenges in Ethics, Responsibility and Sustainability

This unique module aims to provide learners with the opportunity to conceptualise ethics, responsibility and sustainability in diverse global settings. It allows students to develop an insight into the expanding role of sustainable development, corporate governance, responsible business practice and the ethical dimensions of organisational policies and practices.

University of Cumbria faculty members will guide you in the daily classes, enriched by contemporary case studies and teamwork in this innovative and unique topic.

There will be an option to take this as a residential at University of Cumbria in the UK.

Strategic Management

Do you really think strategically? Is your strategy sustainable and well formulated? How would you implement your newly formulated strategy?

As you start on this course, you might just discover that you didn't really know the answers to these questions. Not only will you learn about strategy formulation context, content, and its effective implementation, you will

also be studying the latest business strategies from Harvard Business School case studies which will serve as a platform for your endeavours at innovative thinking.

Information Management

Elective module

Cloud Computing, Linux and Open Source Software, Social Media. These are only a few of the new technological innovations and, at the same time, challenges presented to the managers of tomorrow.

This module aims to enable you to develop a conceptual and comprehensive understanding of the manager's role in relation to the leading of the effective management and use of information, information technology, and information systems and to apply these within an organisational/strategic context.

Corporate Strategy and Competitiveness

Elective module including a one-week residency in Zürich, Switzerland

This course is based on materials developed by the Institute for Strategy and Competitiveness at Harvard Business School. The Institute was founded by Professor Michael Porter, the Bishop William Lawrence University Professor at Harvard Business School and the leading authority on corporate strategy and competitiveness. At Robert Kennedy College this outstanding course is taught by Robert Kennedy College

Deputy Dean and Harvard Business School MBA graduate Professor David Duffill.

The course explores tools developed by Professor Michael Porter, such as the Value Chain and Five Forces, and explores the determinants of national and regional competitiveness building from the perspective of firms, clusters, sub-national units, nations, and groups of neighbouring countries.

The course is concerned not only with government policy, but with the roles that firms, industry associations, universities, and other institutions play in competitiveness. It takes examples from both advanced and developing economies, and addresses competitiveness at multiple levels. Students who take this elective have access to the exclusive video lectures of Professor Porter and are required to attend the residential session in Zürich, Switzerland.

100% Online MBA Energy and Sustainability

Stage 1

Six taught modules (120 credits)

- Organisational Behaviour
- Marketing Management
- Energy and Sustainability
- Tackling Global-Local Challenges in Ethics, Responsibility and Sustainability
- Strategic Management

Electives: (choose any one)

- Financial Management
- Information Management
- Corporate Strategy and Competitiveness *(based on material developed by the Institute for Strategy and Competitiveness at Harvard Business School, including a residency in Zürich, Switzerland)*

Stage 2

Individual Dissertation (60 credits)

Module Descriptions

Organisational Behaviour

The aims of this module are to provide an introduction to core concepts of the way people are managed in organisations. To that end it will offer opportunities for study by prospective as well as experienced managers, to consider the history and development of management thinking and theory, using modern ideas to assess and evaluate their own personal experiences of organisations and dynamics. The module will act as bedrock upon which other managerial ideas and processes can be developed later in the course.

With a variety of real-life case studies, you will be asked to make decisions which will inevitably influence the (work) life of your employees. These are, of course, backed by the core taught concepts, which feature group dynamics, motivation and leadership, group behaviour, communication, power, conflict and prejudice in the workspace, organisational culture, and how to manage and understand change within an organisation.

Marketing Management

You will reinvent the airline business, redefine the boundaries of retailing, manage the sales of an online computer mega-store, and learn how to focus on your customer. Seems like a bold prediction but it is just the content of marketing management directed by a marketing specialist. The teaching of market segmentation, environment, research, innovative sales systems, international marketing, and policy planning and implementation will make sure that your view of marketing will never be the same. A concrete marketing plan for your company or your own business will be your final assessment, providing you with flexibility and effective learning results, which you can assess and apply in no time.

Energy and Sustainability

The module introduces issues of energy security and sustainability, and provides you with a good understanding at executive level of sustainable energy (renewable energy in particular) technologies and applications, policies/regulations and planning, environmental and social impact, barriers, and potential market reforms to facilitate sustainable

energy development.

Tackling Global-Local Challenges in Ethics, Responsibility and Sustainability

This unique module aims to provide learners with the opportunity to conceptualise ethics, responsibility and sustainability in diverse global settings. It allows students to develop an insight into the expanding role of sustainable development, corporate governance, responsible business practice and the ethical dimensions of organisational policies and practices.

University of Cumbria faculty members will guide you in the daily classes, enriched by contemporary case studies and teamwork in this innovative and unique topic.

There will be an option to take this as a residential at University of Cumbria in the UK.

Strategic Management

This module aims to develop your knowledge and understanding across a range of appropriate topic areas, to undertake an analysis of inherent strategic complexity with a view to selecting appropriate conceptual 'tools' for strategic development. The module will develop your awareness of the complex inter-relationship of organisational problems and develop your critical ability to select and 'argue' for alternative approaches emanating from conceptual alternative dimensions in relation to organisational problems and strategy. In addition the module will develop your ability to select complementary approaches and/or techniques

appropriate for a stated problem and apply them to resolve or improve the problem. The module seeks to extend your current cognitive and transferable skills applicable across the manager's role. These include self-appraisal, problem-solving, communication, analysis, synthesis, and evaluation.

Financial Management

Elective module

Business is about profit, and there can only be sustainability with a proper knowledge of effective financial management. Oxford and Harvard Business School graduate Prof. David Duffill will expand and reinforce your knowledge of financial accounting, management accounts, budgeting and financing.

Once again, the course leader is



not just crunching numbers. He will link each topic to real financial situations where you, as the manager in chief, have to assess the financial performance of successful corporations, and develop sharp analytical skills with various tools.

Financial Management is about successful financial results. At the end of this course you will not only know the basics, but you will be in the position to master every component of superior financial management and analysis.

Information Management

Elective module

Cloud Computing, Linux and Open Source Software, Social Media. These are only a few of the new technological innovations and, at the same time, challenges presented to the managers of tomorrow.

This module aims to enable you to develop a conceptual and comprehensive understanding of the manager's role in relation to the leading of the effective management and use of information, information technology, and information systems and to apply these within an organisational/strategic context.

Corporate Strategy and Competitiveness

Elective module including a one-week residency in Zürich, Switzerland

This course is based on materials developed by the Institute for Strategy

and Competitiveness at Harvard Business School. The Institute was founded by Professor Michael Porter, the Bishop William Lawrence University Professor at Harvard Business School and the leading authority on corporate strategy and competitiveness. At Robert Kennedy College this outstanding course is taught by Robert Kennedy College Deputy Dean and Harvard Business School MBA graduate Professor David Duffill.

The course explores tools developed by Professor Michael Porter, such as the Value Chain and Five Forces, and explores the determinants of national and regional competitiveness building from the perspective of firms, clusters, sub-national units, nations, and groups of neighbouring countries.

The course is concerned not only with government policy, but with the roles that firms, industry associations, universities, and other institutions play in competitiveness. It takes examples from both advanced and developing economies, and addresses competitiveness at multiple levels. Students who take this elective have access to the exclusive video lectures of Professor Porter and are required to attend the residential session in Zürich, Switzerland.

100% Online MBA Media Leadership

Stage 1

Six taught modules (120 credits)

- Organisational Behaviour
- Marketing Management
- Media, Business and Society
- Tackling Global-Local Challenges in Ethics, Responsibility and Sustainability
- Strategic Management

Electives: (choose any one)

- Financial Management
- Information Management
- Corporate Strategy and Competitiveness *(based on material developed by the Institute for Strategy and Competitiveness at Harvard Business School, including a residency in Zürich, Switzerland)*

Stage 2

Individual Dissertation (60 credits)

Module Descriptions

Organisational Behaviour

The aims of this module are to provide an introduction to core concepts of the way people are managed in organisations. To that end it will offer opportunities for study by prospective as well as experienced managers, to consider the history and development of management thinking and theory, using modern ideas to assess and evaluate their own personal experiences of organisations and dynamics. The module will act as bedrock upon which other managerial ideas and processes can be developed later in the course.

With a variety of real-life case studies, you will be asked to make decisions which will inevitably influence the (work) life of your employees. These are, of course, backed by the core taught concepts, which feature group dynamics, motivation and leadership, group behaviour, communication, power, conflict and prejudice in the workspace, organisational culture, and how to manage and understand change within an organisation.

Marketing Management

You will reinvent the airline business, redefine the boundaries of retailing, manage the sales of an online computer mega-store, and learn how to focus on your customer. Seems like a bold prediction but it is just the content of marketing management directed by a marketing specialist. The teaching of market segmentation, environment, research, innovative sales systems, international marketing, and policy planning and implementation will make sure that your view of marketing will never be the same. A concrete marketing plan for your company or your own business will be your final assessment, providing you with flexibility and effective learning results, which you can assess and apply in no time.

Media, Business and Society

This module aims to equip you with the knowledge and understanding required to analyse, direct and develop business operations in the modern environment of information-based media involving journalism, marketing and public relations. It critically explores key issues and forces shaping the development of digital media in a global context,

particularly convergence of activities, interactivity with audiences and entrepreneurship.

Tackling Global-Local Challenges in Ethics, Responsibility and Sustainability

This unique module aims to provide learners with the opportunity to conceptualise ethics, responsibility and sustainability in diverse global settings. It allows students to develop an insight into the expanding role of sustainable development, corporate governance, responsible business practice and the ethical dimensions of organisational policies and practices.

University of Cumbria faculty members will guide you in the daily classes, enriched by contemporary

case studies and teamwork in this innovative and unique topic.

There will be an option to take this as a residential at University of Cumbria in the UK.

Strategic Management

This module aims to develop your knowledge and understanding across a range of appropriate topic areas, to undertake an analysis of inherent strategic complexity with a view to selecting appropriate conceptual 'tools' for strategic development. The module will develop your awareness of the complex inter-relationship of organisational problems and develop your critical ability to select and 'argue' for alternative approaches emanating from conceptual

alternative dimensions in relation to organisational problems and strategy. In addition the module will develop your ability to select complementary approaches and/or techniques appropriate for a stated problem and apply them to resolve or improve the problem. The module seeks to extend your current cognitive and transferable skills applicable across the manager's role. These include self-appraisal, problem-solving, communication, analysis, synthesis, and evaluation.

Financial Management

Elective module

This module aims to provide an introduction to financial accountancy and managerial economics. It accepts



that you may join this programme without prior knowledge of detailed accounting, valuation or evaluation models. You are, however, expected to be conversant with business arithmetic, accounting and principles of finance as laid down in the entry requirements. The module will engage you in reflective and discursive argument on the materiality of different social, environmental and ethical issues.

Information Management

Elective module

This module enables you to develop a conceptual and comprehensive understanding of the manager's role in relation to the leading of the effective management and use of information, information technology and information systems and to apply these within both organisational and strategic contexts.

Corporate Strategy and Competitiveness

Elective module including a one-week residency in Zürich, Switzerland

This course is based on materials developed by the Institute for Strategy and Competitiveness at Harvard Business School. The Institute was founded by Professor Michael Porter, the Bishop William Lawrence University Professor at Harvard Business School and the leading authority on corporate strategy and competitiveness. At Robert Kennedy College this outstanding course is taught by Robert Kennedy College

Deputy Dean and Harvard Business School MBA graduate Professor David Duffill

The course explores tools developed by Professor Michael Porter, such as the Value Chain and Five Forces, and explores the determinants of national and regional competitiveness building from the perspective of firms, clusters, sub-national units, nations, and groups of neighbouring countries.

The course is concerned not only with government policy, but with the roles that firms, industry associations, universities, and other institutions play in competitiveness. It takes examples from both advanced and developing economies, and addresses competitiveness at multiple levels. Students who take this elective have access to the exclusive video lectures of Professor Porter and are required to attend the residential session in Zürich, Switzerland.

100% Online

MBA Finance and Sustainability

Stage 1

Six taught modules (120 credits)

- Organisational Behaviour
- Marketing Management
- Sustainable Finance
- Tackling Global-Local Challenges in Ethics, Responsibility and Sustainability
- Strategic Management

Electives: (choose any one)

- Financial Management
- Information Management
- Money Management
- Corporate Strategy and Competitiveness *(based on material developed by the Institute for Strategy and Competitiveness at Harvard Business School, including a residency in Zürich, Switzerland).*

Stage 2

Individual Dissertation (60 credits)

Module Descriptions

Organisational Behaviour

The aims of this module are to provide an introduction to core concepts of the way people are managed in organisations. To that end it will offer opportunities for study by prospective as well as experienced managers, to consider the history and development of management thinking and theory, using modern ideas to assess and evaluate their own personal experiences of organisations and dynamics. The module will act as bedrock upon which other managerial ideas and processes can be developed later in the course.

With a variety of real-life case studies, you will be asked to make decisions which will inevitably influence the (work) life of your employees. These are, of course, backed by the core taught concepts, which feature group dynamics, motivation and leadership, group behaviour, communication, power, conflict and prejudice in the workspace, organisational culture, and how to manage and understand change within an organisation.

Marketing Management

You will reinvent the airline business, redefine the boundaries of retailing, manage the sales of an online computer mega-store, and learn how to focus on your customer. Seems like a bold prediction but it is just the content of marketing management directed by a marketing specialist. The teaching of market segmentation, environment, research, innovative sales systems, international marketing, and policy planning and implementation will make sure that your view of marketing will never be the same. A concrete marketing plan for your company or your own business will be your final assessment, providing you with flexibility and effective learning results, which you can assess and apply in no time.

Sustainable Finance

This module provides you with a comprehensive introduction to the field of sustainable finance. It offers analyses of the environmental, social, ethical and governance dimensions of different financial service sectors, and evaluates related initiatives from both private and public-benefit perspectives.

The financial services addressed include: Assets, Debts, Insurance, Derivatives, and Currencies.

Tackling Global-Local Challenges in Ethics, Responsibility and Sustainability

This unique module aims to provide learners with the opportunity to conceptualise ethics, responsibility and sustainability in diverse global settings. It allows students to develop an insight into the expanding role of sustainable development, corporate governance, responsible business practice and the ethical dimensions of organisational policies and practices.

University of Cumbria faculty members will guide you in the daily classes, enriched by contemporary

case studies and teamwork in this innovative and unique topic.

There will be an option to take this as a residential at University of Cumbria in the UK.

Strategic Management

This module aims to develop your knowledge and understanding across a range of appropriate topic areas, to undertake an analysis of inherent strategic complexity with a view to selecting appropriate conceptual 'tools' for strategic development. The module will develop your awareness of the complex inter-relationship of organisational problems and develop your critical ability to select and 'argue' for alternative approaches emanating from conceptual

alternative dimensions in relation to organisational problems and strategy. In addition the module will develop your ability to select complementary approaches and/or techniques appropriate for a stated problem and apply them to resolve or improve the problem. The module seeks to extend your current cognitive and transferable skills applicable across the manager's role. These include self-appraisal, problem-solving, communication, analysis, synthesis, and evaluation.

Financial Management

Elective module

This module aims to provide an introduction to financial accountancy and managerial economics. It accepts



that you may join this programme without prior knowledge of detailed accounting, valuation or evaluation models. You are, however, expected to be conversant with business arithmetic, accounting and principles of finance as laid down in the entry requirements. The module will engage you in reflective and discursive argument on the materiality of different social, environmental and ethical issues.

Information Management

Elective module

This module enables you to develop a conceptual and comprehensive understanding of the manager's role in relation to the leading of the effective management and use of information, information technology and information systems and to apply these within both organisational and strategic context.

Money Management

Elective module

The successful management of financial assets of an individual, a small business or a large corporation demands knowledge of financial markets, how they operate, what instruments and investment vehicles are available, and what macro-economic forces are acting upon them. This module is designed to provide a broad understanding of financial markets (as distinct from a narrow specialist approach) but with sufficient details of their many

components so that you can make your own investment decisions and interact with specialist advisers. As an academic course, the module aims at providing the quantitative and theoretical underpinning to investment decisions. However, it also aims to be practical in the sense that you will learn how to make real decisions and interact with financial markets. The knowledge you acquire will be applicable in both your professional and personal lives.

Corporate Strategy and Competitiveness

Elective module including a one-week residency in Zürich, Switzerland

This course is based on materials developed by the Institute for Strategy and Competitiveness at Harvard Business School. The Institute was founded by Professor Michael Porter, the Bishop William Lawrence University Professor at Harvard Business School and the leading authority on corporate strategy and competitiveness. At Robert Kennedy College this outstanding course is taught by Robert Kennedy College Deputy Dean and Harvard Business School MBA graduate Professor David Duffill.

The course explores tools developed by Professor Michael Porter, such as the Value Chain and Five Forces, and explores the determinants of national and regional competitiveness building from the perspective of firms, clusters, sub-national units, nations,

and groups of neighbouring countries.

The course is concerned not only with government policy, but with the roles that firms, industry associations, universities, and other institutions play in competitiveness. It takes examples from both advanced and developing economies, and addresses competitiveness at multiple levels. Students who take this elective have access to the exclusive video lectures of Professor Porter and are required to attend the residential session in Zürich, Switzerland.

100% Online MBA International Healthcare Management

Stage 1

Six taught modules (120 credits)

- Organisational Behaviour
- Financial Management
- International Healthcare
- Tackling Global-Local Challenges in Ethics, Responsibility and Sustainability
- Strategic Management

Electives: (choose any one)

- Information Management
- Leadership and Sustainability

Stage 2

Individual Dissertation (60 credits)

Module Descriptions

Organisational Behaviour

The aims of this module are to provide an introduction to core concepts of the way people are managed in organisations. To that end it will offer opportunities for study by prospective as well as experienced managers, to consider the history

and development of management thinking and theory, using modern ideas to assess and evaluate their own personal experiences of organisations and dynamics. The module will act as bedrock upon which other managerial ideas and processes can be developed later in the course.

With a variety of real-life case studies, you will be asked to make decisions, which will inevitably influence the (work) life of your employees. These are, of course, backed by the core taught concepts, which feature group dynamics, motivation and leadership, group behaviour, communication, power, conflict and prejudice in the workspace, organisational culture, and how to manage and understand change within an organisation.

Financial Management

Business is about profit, and there can only be sustainability with a proper knowledge of effective financial management. Oxford and Harvard Business School graduate Prof. David Duffill will expand and reinforce your knowledge of financial accounting, management accounts, budgeting and financing.

Once again, the course leader is not just crunching numbers. He will link each topic to real financial situations where you, as the manager in chief, have to assess the financial performance of successful corporations, and develop sharp analytical skills with various tools.

Financial Management is about successful financial results. At the end of this course you will not only know the basics, but you will be in the position to master every component of superior financial management and analysis.

International Healthcare

This module aims to help you develop a conceptual and comprehensive understanding of the manager's role in relation to the effective management and use of resources in a healthcare environment. You will be expected to bring your own experience and previous learning to bear on the learning process, and to participate fully with international fellow course students in the learning process. We will cover a wide variety of contemporary topics like challenges for healthcare management - international

perspectives, management and leadership in the context of health and social care.

Tackling Global-Local Challenges in Ethics, Responsibility and Sustainability

This unique module aims to provide learners with the opportunity to conceptualise ethics, responsibility and sustainability in diverse global settings. It allows students to develop an insight into the expanding role of sustainable development, corporate governance, responsible business practice and the ethical dimensions of organisational policies and practices.

University of Cumbria faculty members will guide you in the daily classes, enriched by contemporary case studies and teamwork in this innovative and unique topic.

There will be an option to take this as a residential at University of Cumbria in the UK.

Strategic Management

Do you really think strategically? Is your strategy sustainable and well formulated? How would you implement your newly formulated strategy?

As you start on this course, you might just discover that you didn't really know the answers to these questions. Not only will you learn about strategy formulation context, content, and its effective implementation, you will also be studying the latest business strategies from Harvard Business School case studies like those of Facebook, Kellogg, and Google, as well as traditional analytical tools like Porter's Five Forces model, which will serve as a platform for your endeavours at innovative thinking.

Information Management

Elective module

This module enables you to develop a conceptual and comprehensive understanding of the manager's role in relation to the leading of the effective management and use of

information, information technology and information systems and to apply these within both organisational and strategic context.

Leadership and Sustainability

Elective module

The aim of this module is to examine the nature of leadership and in particular its role in the development of sustainable business and business practices. Among other activities you will analyse and evaluate the business case for sustainable practice in selected sectors and organisations, examine the potential for implementing sustainable business practices for selected sectors and organisations, analyse personal leadership practice and its development and evaluate the personal relevance of and implications for leading sustainable change in business.



100% Online MBA Public Health Management

Stage 1

Six taught modules (120 credits)

- Organisational Behaviour
- Financial Management
- Information Management
- Public Health Management Policy
- Tackling Global-Local Challenges in Ethics, Responsibility and Sustainability
- Strategic Management

Stage 2

Individual Dissertation (60 credits)

Module Descriptions

Organisational Behaviour

The aims of this module are to provide an introduction to core concepts of the way people are managed in organisations. To that end it will offer opportunities for study by prospective as well as experienced managers, to consider the history and development of management thinking and theory, using modern ideas to assess and evaluate their own personal experiences of organisations

and dynamics. The module will act as bedrock upon which other managerial ideas and processes can be developed later in the course.

With a variety of real-life case studies, you will be asked to make decisions, which will inevitably influence the (work) life of your employees. These are, of course, backed by the core taught concepts, which feature group dynamics, motivation and leadership, group behaviour, communication, power, conflict and prejudice in the workspace, organisational culture, and how to manage and understand change within an organisation.

Financial Management

Balancing the books is just as important to governmental and non-governmental agencies as to companies, and there can only be sustainability with a proper knowledge of effective financial management. Oxford and Harvard Business School graduate Prof. David Duffill will expand and reinforce your knowledge of financial accounting, management accounts, budgeting and financing.

Once again, the course leader is

not just crunching numbers. He will link each topic to real financial situations where you, as the manager in chief, have to assess the financial performance of successful corporations, and develop sharp analytical skills with various tools.

Financial Management is about successful financial results. At the end of this course you will not only know the basics, but you will be in the position to master every component of superior financial management and analysis.

Information Management

Cloud Computing, Linux and Open Source Software, Social Media. These are only few of the new technological innovations and, at the same time, challenges presented to the managers of tomorrow.

This module aims to enable you to develop a conceptual and comprehensive understanding of the manager's role in relation to the leading of the effective management and use of information, information technology, and information systems and to apply these within an organisational/strategic context.

Public Health Management Policy

This module aims to develop the required skills and knowledge base to develop a multifaceted skill set in health care professionals, allowing the micro economic factors, strategy and management issues to be applied to the daily work and development of health professionals.

In this module we will cover several topics like the consideration of different national and international politics to health, health care and public health, funding approaches. We will also analyse the constraints and trade-offs in developing and implementing national health strategies, health care financing , economic evaluation, the role of effective change management and technological development.

Tackling Global-Local Challenges in Ethics, Responsibility and Sustainability

This unique module aims to provide learners with the opportunity to conceptualise ethics, responsibility and sustainability in diverse global settings. It allows students to develop an insight into the expanding role of sustainable development, corporate governance, responsible business practice and the ethical dimensions of organisational policies and practices.

University of Cumbria faculty members will guide you in the daily classes, enriched by contemporary case studies and teamwork in this

innovative and unique topic.

There will be an option to take this as a residential at University of Cumbria in the UK.

Strategic Management

Do you really think strategically?
Is your strategy sustainable and well formulated? How would you implement your newly formulated strategy?

As you start on this course, you might just discover that you didn't really know the answers to these questions. Not only will you learn about strategy

formulation context, content, and its effective implementation, you will also be studying the latest business strategies from Harvard Business School case studies like those of Facebook, Kellogg, and Google, as well as traditional analytical tools like Porter's Five Forces model, which will serve as a platform for your endeavours at innovative thinking.



100% Online

MBA Educational Leadership

Stage 1

Six taught modules (120 credits)

- Organisational Behaviour
- Marketing Management
- Models and Theories of Educational Leadership
- Tackling Global-Local Challenges in Ethics, Responsibility and Sustainability
- Strategic Management

Electives: (choose any one)

- Financial Management
- Money Management

Stage 2

Individual Dissertation (60 credits)

Module Descriptions

Organisational Behaviour

The aims of this module are to provide an introduction to core concepts of the way people are managed in organisations. To that end it will offer opportunities for study by prospective as well as experienced

managers, to consider the history and development of management thinking and theory, using modern ideas to assess and evaluate their own personal experiences of organisations and dynamics. The module will act as bedrock upon which other managerial ideas and processes can be developed later in the course.

With a variety of real-life case studies, you will be asked to make decisions, which will inevitably influence the (work) life of your employees. These are, of course, backed by the core taught concepts, which feature group dynamics, motivation and leadership, group behaviour, communication, power, conflict and prejudice in the workspace, organisational culture, and how to manage and understand change within an organisation.

Marketing Management

This module aims at providing an appreciation of the marketing concept, and to examine the place of marketing in the business and its contribution to strategic objectives in consumer and industrial marketing operations.

Models and Theories of Educational Leadership

This module provides students with the opportunity to explore and critically evaluate the nature of leadership from both the individual and the collective or depersonalised perspective, and apply them to their own professional context. In addition, students will critically analyse the relationship between leadership, educational purpose, pupil outcomes and tensions created in attempting to measure public value in a service characterized by complexity. Although there may be some bias towards UK practice in particular with respect to case study discussions, the programme should be considered global in terms of its coverage of leadership and education.

Tackling Global-Local Challenges in Ethics, Responsibility and Sustainability

This unique module aims to provide learners with the opportunity to conceptualise ethics, responsibility and sustainability in diverse global settings. It allows students to develop an insight into the expanding role of sustainable development, corporate

governance, responsible business practice and the ethical dimensions of organisational policies and practices.

University of Cumbria faculty members will guide you in the daily classes, enriched by contemporary case studies and teamwork in this innovative and unique topic.

There will be an option to take this as a residential at University of Cumbria in the UK.

Strategic Management

This module aims to develop your knowledge and understanding across a range of appropriate topic areas, to undertake an analysis of inherent strategic complexity with a view to selecting appropriate conceptual 'tools' for strategic development. The module will develop your awareness of the complex inter-relationship of organisational problems and develop your critical ability to select and 'argue' for alternative approaches emanating from conceptual alternative dimensions in relation to organisational problems and strategy. In addition the module will develop your ability to select complementary approaches and/or techniques appropriate for a stated problem and apply them to resolve or improve the problem. The module seeks to extend your current cognitive and transferable skills applicable across the manager's role. These include

self-appraisal, problem-solving, communication, analysis, synthesis, and evaluation.

Financial Management

Elective module

This module aims to provide an introduction to financial accountancy and managerial economics. It accepts that you may join this programme without prior knowledge of detailed accounting, valuation or evaluation models. You are, however, expected to be conversant with business arithmetic, accounting and principles of finance as laid down in the entry requirements. The module will engage you in reflective and discursive argument on the materiality of different social, environmental and ethical issues.

Money Management

Elective module

The successful management of financial assets of an individual, a small business or a large corporation demands knowledge of financial markets, how they operate, what instruments and investment vehicles are available, and what macro-economic forces are acting upon them. This module is designed to provide a broad understanding of financial markets (as distinct from a narrow specialist approach) but with sufficient details of their many components so that you can make your own investment decisions and interact with specialist advisers. As an academic course, the module

aims at providing the quantitative and theoretical underpinning to investment decisions. However, it also aims to be practical in the sense that you will learn how to make real decisions and interact with financial markets. The knowledge you acquire will be applicable in both your professional and personal lives.

100% Online MBA Tourism

Stage 1

Six taught modules (120 credits)

- Organisational Behaviour
- Marketing Management
- Tourism Management
- Tackling Global-Local Challenges in Ethics, Responsibility and Sustainability
- Strategic Management

Electives: (choose any one)

- Financial Management
- Money Management

Stage 2

Individual Dissertation (60 credits)

Module Descriptions

Organisational Behaviour

The aims of this module are to provide an introduction to core concepts of the way people are managed in organisations. To that end it will offer opportunities for study by prospective as well as experienced managers, to consider the history

and development of management thinking and theory, using modern ideas to assess and evaluate their own personal experiences of organisations and dynamics. The module will act as bedrock upon which other managerial ideas and processes can be developed later in the course.

With a variety of real-life case studies, you will be asked to make decisions, which will inevitably influence the (work) life of your employees. These are, of course, backed by the core taught concepts, which feature group dynamics, motivation and leadership, group behaviour, communication, power, conflict and prejudice in the workspace, organisational culture, and how to manage and understand change within an organisation.

Marketing Management

This module aims at providing an appreciation of the marketing concept, and to examine the place of marketing in the business and its contribution to strategic objectives in consumer and industrial marketing operations.

Tourism Management

The aim of this module is to critically explore the range of concepts of the functions of management within the tourism industry, evaluating how tourism is structured and organised as a business, and how it can be sustainably operated as a destination in the global context. Although there may be some bias towards UK practice in particular with respect to case study discussions, the programme should be considered global in terms of its coverage of tourism.

Tackling Global-Local Challenges in Ethics, Responsibility and Sustainability

This unique module aims to provide learners with the opportunity to conceptualise ethics, responsibility and sustainability in diverse global settings. It allows students to develop an insight into the expanding role of sustainable development, corporate governance, responsible business practice and the ethical dimensions of organisational policies and practices.

University of Cumbria faculty members will guide you in the daily classes, enriched by contemporary

case studies and teamwork in this innovative and unique topic.

There will be an option to take this as a residential at University of Cumbria in the UK.

Strategic Management

This module aims to develop your knowledge and understanding across a range of appropriate topic areas, to undertake an analysis of inherent strategic complexity with a view to selecting appropriate conceptual 'tools' for strategic development. The module will develop your awareness of the complex inter-relationship of organisational problems and develop your critical ability to select and 'argue' for alternative approaches emanating from conceptual alternative dimensions in relation to organisational problems and strategy. In addition the module will develop your ability to select complementary approaches and/or techniques appropriate for a stated problem and apply them to resolve or improve the problem. The module seeks to extend your current cognitive and transferable skills applicable across the manager's role. These include

self-appraisal, problem-solving, communication, analysis, synthesis, and evaluation.

Financial Management

Elective module

This module aims to provide an introduction to financial accountancy and managerial economics. It accepts that you may join this programme without prior knowledge of detailed accounting, valuation or evaluation models. You are, however, expected to be conversant with business arithmetic, accounting and principles of finance as laid down in the entry requirements. The module will engage you in reflective and discursive argument on the materiality of different social, environmental and ethical issues.

Money Management

Elective module

The successful management of financial assets of an individual, a small business or a large corporation demands knowledge of financial markets, how they operate, what instruments and investment vehicles are available, and what macro-

economic forces are acting upon them. This module is designed to provide a broad understanding of financial markets (as distinct from a narrow specialist approach) but with sufficient details of their many components so that you can make your own investment decisions and interact with specialist advisers. As an academic course, the module aims at providing the quantitative and theoretical underpinning to investment decisions. However, it also aims to be practical in the sense that you will learn how to make real decisions and interact with financial markets. The knowledge you acquire will be applicable in both your professional and personal lives.

100% Online MBA Risk Management

Stage 1

Six taught modules (120 credits)

- Organisational Behaviour
- Marketing Management
- Essentials of Risk Management
- Tackling Global-Local Challenges in Ethics, Responsibility and Sustainability
- Strategic Management

Electives: (choose any one)

- Financial Management
- Money Management

Stage 2

Individual Dissertation (60 credits)

Module Descriptions

Organisational Behaviour

The aims of this module are to provide an introduction to core concepts of the way people are managed in organisations. To that end it will offer opportunities for study by prospective as well as experienced managers, to consider the history

and development of management thinking and theory, using modern ideas to assess and evaluate their own personal experiences of organisations and dynamics. The module will act as bedrock upon which other managerial ideas and processes can be developed later in the course.

With a variety of real-life case studies, you will be asked to make decisions, which will inevitably influence the (work) life of your employees. These are, of course, backed by the core taught concepts, which feature group dynamics, motivation and leadership, group behaviour, communication, power, conflict and prejudice in the workspace, organisational culture, and how to manage and understand change within an organisation.

Marketing Management

This module aims at providing an appreciation of the marketing concept, and to examine the place of marketing in the business and its contribution to strategic objectives in consumer and industrial marketing operations.

Essentials of Risk Management

The aim of this module is to critically explore the range of concepts and functions of risk management and associated practices within the business sector, evaluating how effective risk management processes and practices are and how risk can be addressed and minimised in business in the global context (although there may be some bias towards UK practice in particular with respect to case study discussions, the programme should be considered global in terms of its coverage of risk).

Tackling Global-Local Challenges in Ethics, Responsibility and Sustainability

This unique module aims to provide learners with the opportunity to conceptualise ethics, responsibility and sustainability in diverse global settings. It allows students to develop an insight into the expanding role of sustainable development, corporate governance, responsible business practice and the ethical dimensions of organisational policies and practices.

University of Cumbria faculty members will guide you in the daily

classes, enriched by contemporary case studies and teamwork in this innovative and unique topic.

There will be an option to take this as a residential at University of Cumbria in the UK.

Strategic Management

This module aims to develop your knowledge and understanding across a range of appropriate topic areas, to undertake an analysis of inherent strategic complexity with a view to selecting appropriate conceptual 'tools' for strategic development. The module will develop your awareness of the complex inter-relationship of organisational problems and develop your critical ability to select and 'argue' for alternative approaches emanating from conceptual alternative dimensions in relation to organisational problems and strategy. In addition the module will develop your ability to select complementary approaches and/or techniques appropriate for a stated problem and apply them to resolve or improve the problem. The module seeks to extend your current cognitive and transferable skills applicable across

the manager's role. These include self-appraisal, problem-solving, communication, analysis, synthesis, and evaluation.

Financial Management

Elective module

This module aims to provide an introduction to financial accountancy and managerial economics. It accepts that you may join this programme without prior knowledge of detailed accounting, valuation or evaluation models. You are, however, expected to be conversant with business arithmetic, accounting and principles of finance as laid down in the entry requirements. The module will engage you in reflective and discursive argument on the materiality of different social, environmental and ethical issues.

Money Management

Elective module

The successful management of financial assets of an individual, a small business or a large corporation demands knowledge of financial markets, how they operate, what instruments and investment vehicles are available, and what macro-

economic forces are acting upon them. This module is designed to provide a broad understanding of financial markets (as distinct from a narrow specialist approach) but with sufficient details of their many components so that you can make your own investment decisions and interact with specialist advisers. As an academic course, the module aims at providing the quantitative and theoretical underpinning to investment decisions. However, it also aims to be practical in the sense that you will learn how to make real decisions and interact with financial markets. The knowledge you acquire will be applicable in both your professional and personal lives.

100% Online MBA Artificial Intelligence

Stage 1

120 credits - Six taught modules

Compulsory

- Organisational Behaviour
- Information Management
- Digital Marketing
- Artificial Intelligence

Electives

Choose one of the following modules:

- Corporate Strategy and Competitiveness (Residential - in Zurich, Switzerland)
- Data analytics

Final Capstone

- Strategic Management

Stage 2

60 credits - Individual Dissertation

Module Descriptions

Organisational Behaviour

The aims of this module are to provide an introduction to core concepts of the way people are managed in

organisations. To that end it will offer opportunities for study by prospective as well as experienced managers, to consider the history and development of management thinking and theory, using modern ideas to assess and evaluate their own personal experiences of organisations and dynamics. The introduction to the module will act as bedrock upon which other managerial ideas and processes can be developed later in the course.

Information Management

This module enables you to develop a conceptual and comprehensive understanding of the manager's role in relation to the leading of the effective management and use of information, information technology and information systems and to apply these within both organisational and strategic contexts.

Digital Marketing

The primary aim of this module is to provide the student with a deep understanding of the issues facing digital marketing managers, by examining the strategically significant issues facing e-commerce such as

environment and online marketplace, consumer behaviour and digital influence. The aim is to actively develop students' knowledge of key marketing and digital marketing theories and apply this knowledge to strategic issues based on current research and industry practice, and facilitate the effective strategic decision making of a digital marketing professional.

Artificial Intelligence

The aim of this module is to critically explore the range of concepts and functions of artificial intelligence in order to help develop a solid understanding of the guiding principles of AI, evaluating how the concepts of machine learning can be applied to real life business problems and applications.

Corporate Strategy and Competitiveness

Elective module - Residential (in Zurich, Switzerland)

This module aims to introduce students to the importance of competitiveness to firms, regions and countries, as a means of improving wealth. Students will learn how to

use various models for strategy development for institutions, and tools for improving their competitiveness, applying theories developed by Professor Michael E. Porter at Harvard Business School.

Data Analytics

Elective module

The aim of this module is to critically explore the range of concepts and functions of data analytics, including preparing and operating with data; abstracting and modelling an analytic question; and using tools from statistics, learning and mining to address these questions, evaluating the techniques dealing with how to go from raw data to a greater understanding of the patterns and structures within the data, to provision making predictions and decision making.

Strategic Management

This module aims to develop your knowledge and understanding across a range of appropriate topic areas, to undertake an analysis of inherent strategic complexity with a view to selecting appropriate conceptual 'tools' for strategic development. The

module will develop your awareness of the complex inter-relationship of organisational problems and develop your critical ability to select and 'argue' for alternative approaches emanating from conceptual alternative dimensions in relation to organisational problems and strategy. In addition the module will develop your ability to select complementary approaches and/or techniques appropriate for a stated problem and apply them to resolve or improve the problem. The module seeks to extend your current cognitive and transferable skills applicable across the manager's role. These include self-appraisal, problem-solving, communication, analysis, synthesis, and evaluation.

100% Online MBA Digital Marketing

Stage 1

120 credits - Six taught modules

Compulsory

- Organisational Behaviour
- Information Management
- Digital Marketing
- Data analytics

Electives

Choose one of the following modules:

- Corporate Strategy and Competitiveness (Residential - in Zurich, Switzerland)
- Leadership and Sustainability

Final Capstone

- Strategic Management

Stage 2

60 credits - Individual Dissertation

Module Descriptions

Organisational Behaviour

The aims of this module are to provide an introduction to core concepts of the way people are managed in organisations. To that end it will

offer opportunities for study by prospective as well as experienced managers, to consider the history and development of management thinking and theory, using modern ideas to assess and evaluate their own personal experiences of organisations and dynamics. The introduction to the module will act as bedrock upon which other managerial ideas and processes can be developed later in the course.

Information Management

This module enables you to develop a conceptual and comprehensive understanding of the manager's role in relation to the leading of the effective management and use of information, information technology and information systems and to apply these within both organisational and strategic contexts.

Digital Marketing

The primary aim of this module is to provide the student with a deep understanding of the issues facing digital marketing managers, by examining the strategically significant issues facing e-commerce such as environment and online marketplace,

consumer behaviour and digital influence. The aim is to actively develop students' knowledge of key marketing and digital marketing theories and apply this knowledge to strategic issues based on current research and industry practice, and facilitate the effective strategic decision making of a digital marketing professional.

Data Analytics

The aim of this module is to critically explore the range of concepts and functions of data analytics, including preparing and operating with data; abstracting and modelling an analytic question; and using tools from statistics, learning and mining to address these questions, evaluating the techniques dealing with how to go from raw data to a greater understanding of the patterns and structures within the data, to provision making predictions and decision making.

Corporate Strategy and Competitiveness

Elective module - Residential (in Zurich, Switzerland)

This module aims to introduce

students to the importance of competitiveness to firms, regions and countries, as a means of improving wealth. Students will learn how to use various models for strategy development for institutions, and tools for improving their competitiveness, applying theories developed by Professor Michael E. Porter at Harvard Business School.

Leadership and Sustainability

Elective module

The aim of this module is to examine the nature of leadership, and in particular its role in the development of sustainable business and business practices. Students will analyse and evaluate sustainable practice in selected sectors and the potential for implementing sustainable business practices, and evaluate the personal relevance of and implications for leading sustainable change in business.

Strategic Management

This module aims to develop your knowledge and understanding across a range of appropriate topic areas, to undertake an analysis of inherent strategic complexity with a view to

selecting appropriate conceptual 'tools' for strategic development. The module will develop your awareness of the complex inter-relationship of organisational problems and develop your critical ability to select and 'argue' for alternative approaches emanating from conceptual alternative dimensions in relation to organisational problems and strategy. In addition the module will develop your ability to select complementary approaches and/or techniques appropriate for a stated problem and apply them to resolve or improve the problem. The module seeks to extend your current cognitive and transferable skills applicable across the manager's role. These include self-appraisal, problem-solving, communication, analysis, synthesis, and evaluation.

100% Online MBA Information Technology

Stage 1

120 credits - Six taught modules

Compulsory

- Organisational Behaviour
- Information Management
- Digital Marketing
- Internet of Things

Electives

Choose one of the following modules:

- Corporate Strategy and Competitiveness (Residential - in Zurich, Switzerland)
- Leadership and Sustainability

Final Capstone

- Strategic Management

Stage 2

60 credits - Individual Dissertation

Module Descriptions

Organisational Behaviour

The aims of this module are to provide an introduction to core concepts of the way people are managed in

organisations. To that end it will offer opportunities for study by prospective as well as experienced managers, to consider the history and development of management thinking and theory, using modern ideas to assess and evaluate their own personal experiences of organisations and dynamics. The introduction to the module will act as bedrock upon which other managerial ideas and processes can be developed later in the course.

Information Management

This module enables you to develop a conceptual and comprehensive understanding of the manager's role in relation to the leading of the effective management and use of information, information technology and information systems and to apply these within both organisational and strategic contexts.

Digital Marketing

The primary aim of this module is to provide the student with a deep understanding of the issues facing digital marketing managers, by examining the strategically significant issues facing e-commerce such as

environment and online marketplace, consumer behaviour and digital influence. The aim is to actively develop students' knowledge of key marketing and digital marketing theories and apply this knowledge to strategic issues based on current research and industry practice, and facilitate the effective strategic decision making of a digital marketing professional.

Internet of Things

IoT, short for Internet of Things, is the ever-growing network of objects that use their data transmission capabilities to communicate with other devices over the Internet. This promises to create new business models, improve business processes and reduce costs and risks. The aim of this module is to critically explore the range of concepts and functions employed by IoT technologies while evaluating the efficiency and correctness of the applications of such designs.

Corporate Strategy and Competitiveness

Elective module - Residential (in Zurich, Switzerland)

This module aims to introduce students to the importance of competitiveness to firms, regions and countries, as a means of improving wealth. Students will learn how to use various models for strategy development for institutions, and tools for improving their competitiveness, applying theories developed by Professor Michael E. Porter at Harvard Business School.

Leadership and Sustainability

Elective module

The aim of this module is to examine the nature of leadership, and in particular its role in the development of sustainable business and business practices. Students will analyse and evaluate sustainable practice in selected sectors and the potential for implementing sustainable business practices, and evaluate the personal relevance of and implications for leading sustainable change in business.

Strategic Management

This module aims to develop your knowledge and understanding across a range of appropriate topic areas, to undertake an analysis of inherent strategic complexity with a view to selecting appropriate conceptual 'tools' for strategic development. The module will develop your awareness of the complex inter-relationship of organisational problems and develop your critical ability to select and 'argue' for alternative approaches emanating from conceptual alternative dimensions in relation to organisational problems and strategy. In addition the module will develop your ability to select complementary approaches and/or techniques appropriate for a stated problem and apply them to resolve or improve the problem. The module seeks to extend your current cognitive and transferable skills applicable across the manager's role. These include self-appraisal, problem-solving, communication, analysis, synthesis, and evaluation.

100% Online

MSc Computer Science and International Business

Stage 1

120 credits - Six taught modules

Compulsory

- Information Management
- Digital Marketing
- Advanced Databases
- Internet of Things
- Leadership and Sustainability

Electives

Choose one of the following modules:

- Corporate Strategy and Competitiveness (Residential - in Zurich, Switzerland)
- International Marketing and Business Environment

Stage 2

60 credits - Individual Dissertation

Module Descriptions

Information Management

This module enables you to develop a conceptual and comprehensive understanding of the manager's role in relation to the leading of the

effective management and use of information, information technology and information systems and to apply these within both organisational and strategic contexts.

Digital Marketing

The primary aim of this module is to provide the student with a deep understanding of the issues facing digital marketing managers, by examining the strategically significant issues facing e-commerce such as environment and online marketplace, consumer behaviour and digital influence. The aim is to actively develop students' knowledge of key marketing and digital marketing theories and apply this knowledge to strategic issues based on current research and industry practice, and facilitate the effective strategic decision making of a digital marketing professional.

Advanced Databases

The aim of this module is to critically explore the range of concepts and functions of database systems and data management, the fundamental concepts and essentials of the mechanisms that are used in both

high-performance transaction processing systems (OLTP) and large-scale analytical systems (OLAP), evaluating both efficiency and correctness of the applications of these designs.

Internet of Things

IoT, short for Internet of Things, is the ever-growing network of objects that use their data transmission capabilities to communicate with other devices over the Internet. This promises to create new business models, improve business processes and reduce costs and risks. The aim of this module is to critically explore the range of concepts and functions employed by IoT technologies while evaluating the efficiency and correctness of the applications of such designs.

Leadership and Sustainability

The aim of this module is to examine the nature of leadership, and in particular its role in the development of sustainable business and business practices. Students will analyse and evaluate sustainable practice in selected sectors and the potential for implementing sustainable business

practices, and evaluate the personal relevance of and implications for leading sustainable change in business.

Corporate Strategy and Competitiveness

Elective module - Residential (in Zurich, Switzerland)

This module aims to introduce students to the importance of competitiveness to firms, regions and countries, as a means of improving wealth. Students will learn how to use various models for strategy development for institutions, and tools for improving their competitiveness, applying theories developed by Professor Michael E. Porter at Harvard Business School.

International Marketing and Business Environment

Elective module

This module aims to develop students' ability in applying knowledge and understanding of marketing issues in a range of international business contexts and enable students to evaluate marketing practice to be effective in dealing with marketing professionals in context.

100% Online

MSc Data Analytics

Stage 1

120 credits - Six taught modules

Compulsory

- Information Management
- Digital Marketing
- Advanced Databases
- Data analytics
- Artificial Intelligence

Electives

Choose one of the following modules:

- Corporate Strategy and Competitiveness (Residential - in Zurich, Switzerland)
- Internet of Things

Stage 2

60 credits - Individual Dissertation

Module Descriptions

Information Management

This module enables you to develop a conceptual and comprehensive understanding of the manager's role in relation to the leading of the effective management and use of

information, information technology and information systems and to apply these within both organisational and strategic contexts.

Digital Marketing

The primary aim of this module is to provide the student with a deep understanding of the issues facing digital marketing managers, by examining the strategically significant issues facing e-commerce such as environment and online marketplace, consumer behaviour and digital influence. The aim is to actively develop students' knowledge of key marketing and digital marketing theories and apply this knowledge to strategic issues based on current research and industry practice, and facilitate the effective strategic decision making of a digital marketing professional.

Advanced Databases

The aim of this module is to critically explore the range of concepts and functions of database systems and data management, the fundamental concepts and essentials of the mechanisms that are used in both high-performance transaction

processing systems (OLTP) and large-scale analytical systems (OLAP), evaluating both efficiency and correctness of the applications of these designs.

Data Analytics

The aim of this module is to critically explore the range of concepts and functions of data analytics, including preparing and operating with data; abstracting and modelling an analytic question; and using tools from statistics, learning and mining to address these questions, evaluating the techniques dealing with how to go from raw data to a greater understanding of the patterns and structures within the data, to provision making predictions and decision making.

Artificial Intelligence

The aim of this module is to critically explore the range of concepts and functions of artificial intelligence in order to help develop a solid understanding of the guiding principles of AI, evaluating how the concepts of machine learning can be applied to real life business problems and applications.

Corporate Strategy and Competitiveness

Elective module - Residential (in Zurich, Switzerland)

This module aims to introduce students to the importance of competitiveness to firms, regions and countries, as a means of improving wealth. Students will learn how to use various models for strategy development for institutions, and tools for improving their competitiveness, applying theories developed by Professor Michael E. Porter at Harvard Business School.

Internet of Things

Elective module

IoT, short for Internet of Things, is the ever-growing network of objects that use their data transmission capabilities to communicate with other devices over the Internet. This promises to create new business models, improve business processes and reduce costs and risks. The aim of this module is to critically explore the range of concepts and functions employed by IoT technologies while evaluating the efficiency and correctness of the applications of such designs.

100% Online

LLM International Business Law

Programme Outline

Core

- Advanced Legal Skills
- Transnational Business Law
- Contracts and International Trade Law
- International ADR
- Individual Dissertation

The LL.M is delivered 100% ONLINE via OnlineCampus (an interactive learning environment) with intensive class discussion and collaboration.

For all your studies you enjoy the flexibility of online learning at your own pace from anywhere in the world through the Robert Kennedy College OnlineCampus state of the art course delivery system.

With students from every continent, studying online will be a truly international experience and opportunity to network with fellow leaders from all over the world.

Tutors teaching on this programme are legal professionals with a wealth of experience in both academic theory and the practical application of those theories.

The introductory module "Advanced Legal Skills" and the module "International Alternative Dispute Resolution" are taught by the University of Cumbria programme leader, Ann Thanaraj, Barrister and Senior Lecturer in Law, and other senior academics from the University of Cumbria.

Professor David Costa, Dean of the Robert Kennedy College, who will be leading the transnational business law module, has extensive experience international law, including doctoral studies at the Law faculty of the University of Basel, Switzerland, post-graduate studies in U.S. law at the Washington University in St. Louis School of Law and the University of Northumbria at Newcastle Law School. Additionally, Prof. Costa is a regular guest as a market strategist on international TV networks such as CNBC and Bloomberg television.

Students in the LL.M programme will have access to state of the art legal libraries such as LexisNexis and Westlaw.

Module Descriptions

There are no average modules within our LL.M in International Business Law programme. We are committed to providing an exceptional learning experience, and there is no better way to achieve this than with outstanding modules. They have been carefully crafted by experienced professors and are all intended to make you a more successful and efficient legal professional.

There are no old-fashioned exams. Instead, you are given real-life case studies to work on and essays to write, which allow you to think critically about current legal issues that might be directly relevant to your own career. All this might seem too glossy but there is one catch: we do not accept average candidates. Only individuals as outstanding as our values are accepted for admission to Robert Kennedy College.

Induction

Not-for-credit module

This module aims to develop students' ability in applying knowledge and understanding of marketing issues in a range of international business contexts and enable students to evaluate marketing practice to be effective in dealing with marketing professionals in context.

Advanced Legal Skills (LAWS7100)

This module enables you to develop a conceptual and comprehensive understanding of the manager's role in relation to the leading of the effective management and use of information, information technology and information systems and to apply these within both organisational and strategic contexts.

Transnational Business Law (LAWS7123)

The aim of this module is to provide students with a sound understanding of different issues in transnational business law. This survey of

transnational business law will cover several topics including transnational lawyering, the international legal environment, international tax law, transnational sales, agency & distribution agreements, mergers & acquisitions and joint ventures.

Through the analysis of both the case law and sample agreements emphasis will be placed on practical issues in a range of transnational legal problems relevant to both legal practitioners and international managers.

Contracts and International Trade Law (LAWS7124)

The aim of this module is to provide an appreciation of the laws governing the trading of goods on the international marketplace. To examine the development and influence of the laws governing such export trading, legal relationships between the parties, the nature of the particular types of contracts and the rights and liabilities that arise.

International Alternative Dispute Resolution (LAWS7104)

The purpose of this module is to familiarise students with a wide range of dispute resolution processes as alternatives to conventional forms of adjudication and their impact on legal system. The module will equip you with basic tools which can help you in representing your client in an Alternative Dispute Resolution (ADR) process, primarily in mediation. The module in particular aims to form one's own approach to help clients and society select and employ the most effective, just, and humane methods of dispute resolution. The module will cover a wide range of jurisdictions where ADR is possible, developing a comparative standpoint and focusing more on the broad area of commercial disputes. ADR is a truly interdisciplinary field comprising law, social science, economics, psychology and others. However, the module is primarily designed for lawyers and experts directly involved in resolution of legal disputes. ADR is also a newly emerging and vibrant area of scholarship where it is impossible to give simple "yes" or "no" answers to

most questions. Therefore the module will employ critical thinking and an open discussion approach.

Dissertation (LAWS7122)

This dissertation module aims to enable students to provide a major piece of summary evidence as to the student's understanding of a topic selected from the optional topics offered on the international business law degree or on the advanced information technology law degree, depending on the programme of study of the student.

It will provide an opportunity for the students to demonstrate how they can synthesise their acquired knowledge and skills into an analytical or empirical study of a legal topic relevant to their degree.

Core Course Team



Prof. Dr. iur. David Costa

DEAN
ROBERT KENNEDY COLLEGE
LLB (ROBERT GORDON UNIVERSITY)
BA BUSINESS STUDIES (UNIVERSITY OF DERBY)
LLM (NORTHUMBRIA UNIVERSITY)
LLM (WASHINGTON UNIVERSITY IN ST. LOUIS)
MBA (QUEEN MARGARET UNIVERSITY)
DOCTOR OF LAWS (UNIVERSITY OF BASEL)
PHD (ESC LILLE)

Professor David Costa is one of the founders of Robert Kennedy College. In his current capacity as Dean of Faculty, he oversees the faculty review process and several of the college's academic programmes.

He holds a Dr. iur. (Doctor Iuris, Doctor of Laws) degree from the University of Basel, Switzerland, where he researched the law and regulations related to synthetic investment products. With further Law degrees from Scotland (Robert Gordon University, LL.B), England (University of Northumbria at Newcastle, LL.M International Trade Law) and the United States (Washington University

in St. Louis, Missouri, LL.M in U.S. Law), he has acquired extensive expertise in Comparative Law. In addition to his legal qualifications, Dr Costa holds a BA in Business Studies from the University of Derby, an MBA in eCommerce from Queen Margaret University in Edinburgh, and a PhD in Strategy, Programme and Project Management from the École Supérieure de Commerce de Lille for which his doctoral thesis was a study of index-based commodity investments.

He lectures at Robert Kennedy College in Contracts Law, Transnational Business Law, Investment Law and Money Management, and is a frequent guest on business TV channels such as CNBC Europe and Bloomberg Television. His recent research on risk-adjusted portfolios with both stocks and commodities has been used for the creation of a Swiss publicly traded investment certificate issued by the second largest German Bank, Commerzbank AG. He is the author of The Portable Private Banker.



Prof. David Duffill

DEPUTY DEAN AND COLLEGIATE
PROFESSOR ROBERT KENNEDY COLLEGE
MA Engineering Science
(Pembroke College, Oxford University)
MBA (Harvard Business School)

David Duffill has an MA in Engineering Science (First Class Honours) from Oxford University and an MBA from Harvard Business School. He was the Oades and Stafford Scholar (1967-1970) at Pembroke College, Oxford and in 1970 was awarded the Maurice Lubbock Prize for best performance in the Honour School of Engineering Science. In 1975 he won a Harkness Fellowship from the Commonwealth Fund to support his studies at Harvard.

He had been a professional consultant for almost 20 years when in 1997 the company in which he was a partner was sold to Renaissance Solutions in the USA. Two years later, he and three colleagues left Renaissance

to start TCI Consulting, a virtual consultancy specialising in helping clients by providing strategy inputs and business intelligence for their strategic planning process.

While Professor Duffill's recent focus industrially has been in the healthcare, automotive, and construction materials markets, his experience covers a broad range of industrial and service organisations. A substantial part of his current consulting activity is in competitive intelligence, including helping clients to benchmark their cost position against key competitors.



Dr. Alistair Benson

BSc (University of Glasgow)

Ph.D. (Newcastle University)

MBA (University of Strathclyde)

Alistair Benson turned to Business Studies after 15 years of research in the medical field. After completing his MBA, he devoted himself to higher-education teaching and postgraduate research supervision at both Master and Doctoral levels, activities in which he has been deeply involved for the past 35 years. One of his major interests in teaching is leadership in organisations.

In his position as Academic Director at Robert Kennedy College, his responsibilities involve developing, monitoring, and assessing current teaching practice, as well as reviewing relevant materials and delivery channels.

Emeritus Professor Gabriel Jacobs

BA (University of London)

Ph.D. (University of Wales)



Before retiring from his Chair of Business Information Technology at Swansea University, Professor Jacobs's primary teaching and research interests included multimedia applications, business telematics, and computer-assisted learning. In 1993, he helped found the Association for Learning Technology, and for nine years was Editor, then Executive Editor, of its journal ALT-J. Before that, he was Joint-Editor of the journal Interactive Multimedia.

Prof. Jacobs directed a number of major European-funded projects related to small businesses, multimedia, and e-learning. He has published extensively in the areas of IT and general business management and continues to research in these areas.



ROBERT KENNEDY COLLEGE
SWISS QUALITY EDUCATION

University of
Cumbria 

Head Office and Technopark® Campus
Technoparkstrasse 1, 8005 Zürich Switzerland

P Phone: **+41 844 007 007**
F Fax: **+41 844 007 008**

E Email: cumbria@rkc.swiss
W Web: rkc.swiss