



UNIVERSITY  
OF LONDON

2026



Postgraduate programme

# Global MBA

With academic  
direction from:



Queen Mary  
University of London



[london.ac.uk/mba](https://london.ac.uk/mba)

World class. Worldwide.

# Join the World Class

## 1 Tailor your degree with a specialism

The Global MBA gives you the option to focus on a specialist pathway that interests you. You can specialise in accountancy, entrepreneurship and innovation, finance, health, law or leadership.

## 2 Flexible learning options

We offer you the flexibility to fit your studies around your working life. If you need to travel, you can take your studies with you.

## 3 A mark of excellence

The University of London's distinguished history of distance learning dates back to 1858. You'll gain a prestigious qualification respected by employers worldwide.

## 4 Accredited programme

With accreditation from professional bodies including the Chartered Management Institute (CMI), The Chartered Institute of Management Accountants (CIMA) and the Corporate Governance Institute (TCGI), you'll have access to resources and networks that will greatly enhance your career prospects.

## 5 Employability

When you graduate, you become part of our global network of influential alumni, which includes leaders in industry and Nobel Prize winners.



# Your prestigious University of London qualification



## About your qualification

When you graduate with a degree, diploma or certificate from the University of London you will receive two important documents – your Final Diploma (the parchment you receive on graduation) and a Diploma Supplement.

## The Final Diploma

- Indicates that you were registered with the University of London and awarded a University of London degree, diploma or certificate.
- Gives the name of Queen Mary University of London or UCL as the federation member that developed the syllabus and provided assessment.
- Features the University of London crest and the Vice-Chancellor's signature.

## The Diploma Supplement

- Describes the nature, level and content of the programme you successfully completed.
- Includes the transcript of courses taken, marks achieved and overall classification.
- States the role of Queen Mary University of London or UCL and the method of study.

# Contents

## Key dates

April 2026 intake

Applications open:  
19 December 2025

Applications close  
16 March 2026

Registration deadline  
30 March 2026

July 2026 intake

Applications open:  
3 April 2026

Applications close  
8 June 2026

Registration deadline  
22 June 2026

October 2026 intake

Applications open:  
16 June 2026

Applications close  
7 September 2026

Registration deadline  
28 September 2026

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# A flexible MBA by a world-class institution



**Professor Dimitrios Koufopoulos**

Programme Director, Global MBA



The Global MBA offers a transformational learning experience that will develop your skills and knowledge into world-class business acumen.

The programme looks beyond the boundaries of the lecture theatre. By studying online, you no longer need to spend time away from the workplace. You can maintain your career and build on it as you progress.

You also have the opportunity to build your global network and collaborate with peers from around the world, learning from a wealth of inspiring backgrounds and experience.

London is a global centre of finance, marketing and economics, which provides an unparalleled setting for the provision of global business studies.

The Global MBA benefits from the vast history and presence of international business that London has provided its institutions for centuries.

## A trusted name in global education

The University of London is one of the world's leading universities, internationally recognised for its high academic standards. This reputation is based on the outstanding teaching and research of our 17 federation members.

The University of London is the world's oldest provider of degrees through distance and flexible learning. Since Queen Victoria awarded the University of London its Royal Charter in 1858, our study programmes have been accessible to students all over the world. Today, we have around 40,000 students in 190 countries, studying on 100-plus degrees, diplomas and certificates.

Our alumni include many people who have shaped the world we live in, including leaders of business and industry, scientists and politicians. Six past students have won Nobel Prizes, including Derek Walcott, Charles Kao and Nelson Mandela.

# Academic direction



Academic direction is provided by Queen Mary University of London and UCL Medical School for the Health specialist pathway.

## Queen Mary University of London

A member of the prestigious Russell Group, Queen Mary was ranked the world's 134th best institution by Times Higher Education 2026, achieving a score of 97.5 for international outlook. This was based on the proportion of international staff and students, citations and internationally co-authored papers.

Queen Mary also places a high priority on the integration of its teaching and research. This ensures that your MBA study materials are informed by the latest developments in the industry and are fully relevant to your needs.

## Business links

The schools represented by the Global MBA have a wide range of industry links and advisory connections. Academics in the School of Business and Management at Queen Mary have advised organisations such as the BBC, the European Commission, and the Equality and Human Rights Commission.

The advisory board to the School of Economics and Finance includes the former Chairman of Ofcom and the Chief Economic Advisor to the Mayor of London.

The School of Law has links with organisations such as Mills & Reeve, Kilburn & Strode, and the global IT corporations Intel and Unisys.

## UCL Medical School

UCL has educated doctors since 1834 and the medical school sits in the heart of London. Working closely with several major teaching hospitals, it provides a truly world-class medical education.

Many UCL Medical School alumni have gone on to become high-profile figures and leaders of the medical profession across the globe. In the UK, for example, the former President of the Royal College of Physicians, the current President of the Royal College of Surgeons and the Chair of the General Medical Council are all our alumni.

UCL Medical School is 8th in the world for Medicine and No.1 in London (QS World University Rankings by Subject 2025), and ranked 8th for Medicine in the Times Higher World University Rankings 2025 by subject (Medical and Health).

# Online and flexible learning explained



**You don't need to wait long to get started. We offer four entry points per year (January, April, July and October) to begin the Global MBA.**

## **Fit your studies around your schedule**

Completion of the MBA is under your control. You set your own pace and you can complete the programme in a minimum of one year and a maximum of five years. Each core module is available up to four times a year (subject to availability). Depending on your needs you can adjust the number of modules you study each session, with the advantage of being able to take time away from study if necessary. You can study up to six modules at a time (or four modules plus the Strategic Project).

## **Study materials**

When you register we provide you with all of the resources and study materials you need to complete the programme successfully. You can access these online through your Virtual Learning Environment (VLE).

On the VLE, you will be able to engage with your course materials for each module, including

videos, exercises and discussion forums, with supervision from established academics. The VLE also contains tools that will allow you to monitor your progress and log your development.

## **Network with professionals worldwide**

The Global MBA provides a platform for you to discuss and exchange real case studies and scenarios from around the globe, providing a fully international perspective on events and unrivalled networking opportunities.

## **Guaranteed tutor support**

All students receive tutor support and feedback while studying this programme. Tutors introduce the modules, respond to queries, monitor discussions and provide guidance on assessments.

If you register for a module as a web-supported learner, you join an online tutor group. Here, your tutor provides support via discussion groups. If you enrol for a module with a local Recognised Teaching Centre, you can receive face-to-face tuition and support. For more information on Recognised Teaching Centres, visit: [bit.ly/recognised-centres](https://bit.ly/recognised-centres)

## Assessment

Each module includes a mix of assessments. These include a mid-session coursework submission and an unseen written examination (or final project) at the end of the session.

Written examinations are held four times a year.

Students will be informed of their assessment arrangements via their VLE. For the latest information on examinations, please visit: [london.ac.uk/exams](https://london.ac.uk/exams)

## Build up your qualifications

If you don't meet all of the entry criteria, you can still apply to enter the Global MBA via an alternative entry route (see page 29).

We offer a number of qualifications that allow you to validate the progress you make. If you are not ready to commit to the full MBA, you can work towards a Postgraduate Certificate or Postgraduate Diploma.

## Celebrate your graduation

When you complete your qualification, you will receive an official University of London award. You will be invited to attend the annual graduation ceremony in London, which is usually presided over by the University of London's Vice-Chancellor or the Chancellor, HRH Princess Royal.



## Kim Heidekamp Global MBA (Health), Netherlands

'My favourite thing about the programme was learning more in-depth about what I was already doing in my job. I had moved into a management role in the humanitarian sector and I was just learning as I went, and then the degree helped me understand why things work in a certain way, so it really gave an extra dimension to my job. I would definitely recommend doing a degree with the University of London. For me, the main benefit was the flexibility in allowing me to study anywhere, anytime. Also, the content and the level of knowledge that you develop is very helpful in my professional career, and I wish that for others as well.'

# Programme structure

## Global MBA structure

To complete the MBA, you will need:

- six core MBA modules (90 credits)
- four optional modules (60 credits)
- the Strategic Project (30 credits).

### Core modules

1. Accounting and Finance
2. Economics for Managers
3. Marketing for Managers
4. Organisational Behaviour and Human Resource Management
5. Strategic Management
6. Successful Leadership

Plus any four optional modules within any of the following specialisms:

- Accountancy
- Entrepreneurship and Innovation
- Finance
- Health
- Law
- Leadership
- Marketing (expected to be available from January 2027)

Plus:

- Strategic Project
- Sustainability and Organisational Resilience

To achieve the general MBA, you will have to pass six core modules, plus any four optional modules, plus the Strategic Project.

## The Strategic Project

The Strategic Project is the defining component of the MBA programme. It gives you the opportunity to develop your independent business research skills and apply them in an organisational context.

You will develop a methodology and use research skills to identify, collect, and analyse data in relation to this business challenge. The project gives you the opportunity to demonstrate your acumen, initiative and decision-making ability.

Drawing upon your learning from the other modules, you will analyse a problem, explore alternative solutions and apply judgements based on a full assessment of the evidence. You then present this in a professional document.

## Specialist pathways

- MBA (Accountancy)
- MBA (Entrepreneurship and Innovation)
- MBA (Finance)
- MBA (Health)
- MBA (Law)
- MBA (Leadership)
- Add MBA (Marketing, expected to available from January 2027)

To gain an MBA with a specialism, at least three of the optional modules and the topic of the Strategic Project must be from one specialist area.

## Postgraduate qualifications

To achieve a Postgraduate Diploma in Business Administration, you must successfully complete a total of eight modules – any four core modules, plus any four other modules (core or optional). You can pursue a specialist award by taking at least three optional modules from any one pathway.

To achieve a Postgraduate Certificate in Business Administration, you must complete a total of four modules: any two core modules, plus any two other modules (core or optional).

To gain a specialist PGCert, you must complete three optional modules from within the same specialism.

## Individual modules

You may register for any number of core or optional modules\* on a stand-alone basis, with the exception of the Strategic Project. Sustainability and Organisational Resilience can be taken by all pathways. However, only four modules (a maximum of 60 credits) may be counted as credit towards a related award.

\*Subject to module availability in each session.

# Core modules

## Accounting and Finance

This module will give you a better understanding of how businesses perform and the decisions and problems they face. You will learn how financial information is prepared and communicated and how it is used as an effective tool for decision making and control. This information includes areas of financial and management accounting and the main principles of finance.

## Economics for Managers

This module explains the central economic concepts and models, including supply and demand, production and cost functions, product and resource pricing, national accounting and money demand and supply. You will learn about the business environment in which firms operate, how economic theory determines decision making, and how contemporary economic events influence the world economy.

## Marketing for Managers

This module emphasises the importance of marketing for the survival and long-term viability of contemporary businesses. It will help you to evaluate the marketing process, explain the importance of understanding

customers and the marketplace (in domestic and international contexts) and understand how to develop and implement a successful marketing strategy.

## Organisational Behaviour and Human Resource Management

This module explains the key theoretical and practical issues relating to organisational behaviour and human resource management, and examines how strategic and successful HR policies are implemented. You will learn more about how organisations behave and how they manage their people. It will help you to lead more effectively and enhance organisational performance.

## Strategic Management

Managers need to know how organisations engage with their environment and how to develop new competitive advantages. This module introduces you to the key concepts, frameworks and practices of strategic management. It prepares you to respond quickly to today's challenging business climate and understand the role of strategy in maintaining or achieving competitive advantages.

## Successful Leadership

This module prepares you for strategic leadership and transformational roles in organisations. You'll explore current leadership theory and how it fits against contemporary expectations of people in organisations, using case studies to apply real-world context. In preparing you for strategic leadership, this module helps you identify, evaluate and hone your own personal leadership style.



# Specialist pathway: Accountancy

The Global MBA Accountancy pathway promotes the development of a broad knowledge and understanding of accounting principles and their relevance to business decision making.

## This specialism will:

- identify, differentiate and evaluate a variety of accounting approaches
- apply accounting principles to solving problems in changing business environments
- evaluate the implications of decision making on the viability of businesses.

## Programme structure

Six core modules

Plus four optional modules (at least three chosen from the Accountancy modules below):

Financial Reporting and Analysis

Accounting for Managers

International Accounting

Advanced Management Accounting

Plus the Strategic Project in Accountancy

## Financial Reporting and Analysis

This module examines the financial reporting of companies and how such reporting can be analysed to evaluate performance. You will learn how accounts are constructed and analysed, then examine the impact of various issues on the reported numbers. These include the reporting of tangible and intangible assets, continued and discontinued operations, and historic costs versus fair value accounting. A basic prior knowledge of accounting is assumed.

## Accounting for Managers

Management accounting is a dynamic discipline which interacts with the organisational environment in which it exists. This module covers areas such as job and process costing, cost-volume-profit relationships, capital investment decisions and budgetary control systems. You'll explore emerging themes within the field of management accounting which are regarded as important for organisations seeking to evolve their management accounting systems.

## International Accounting

This module will help you understand international accounting theory and is suited to anyone who is looking for an international perspective on contemporary issues relating to accounting and finance. It brings into focus the context of accounting information, adjusting for social, political, economic, natural and cultural environments. You'll acquire the skills to pursue careers in auditing, financial institutions and management consultancy.

## Advanced Management Accounting

This module provides insight into advanced aspects of planning, decision making, performance evaluation and control. It considers a range of strategic management accounting techniques and critically examines the impact of behavioural and social issues in the use and implementation of management accounting techniques. This module encourages critical and analytical thinking surrounding the interplay between accounting and management.





# Specialist pathway: Entrepreneurship and Innovation

The Global MBA Entrepreneurship and Innovation pathway promotes an understanding of the innovation methods, techniques and strategies needed to identify and capitalise on entrepreneurial opportunities.

## This specialism will:

- explore innovation processes and analysis of business opportunities for new venture creation
- identify and evaluate analytical techniques to determine the best use of entrepreneurial assets
- examine venture capital and equity investors' funding criteria and contractual terms.

## Programme structure

### Six core modules

Plus four optional modules (at least three chosen from the Entrepreneurship and Innovation modules below):

Venture Capital and Entrepreneurship

Entrepreneurial Marketing

Entrepreneurial Finance and Private Equity

Innovation and Change

Plus the Strategic Project in Entrepreneurship and Innovation

## Venture Capital and Entrepreneurship

Venture capital has been the driving force behind some of the fastest growing sectors of today's economy. Entrepreneurs and business managers need to understand the strategies and tools required to secure venture capital finance. This module explores how entrepreneurs obtain funding from venture capital firms, and how those within the industry make and manage investments.

## Entrepreneurial Marketing

Marketing is especially important in entrepreneurial situations, when there is often limited capacity to establish a presence in a crowded marketplace. This module focuses on the different marketing approaches for entrepreneurs and new ventures compared to marketing for established firms.

## Entrepreneurial Finance and Private Equity

Entrepreneurial success requires the ability to obtain finance and to manage it appropriately. This module provides an understanding of how a firm's financial information can be used to obtain funding, monitor growth and overcome risks and challenges. It also covers finance and investment sourcing and the investment harvesting process.

## Innovation and Change

Innovation plays a key part in the formation, development and growth of firms and can involve combining knowledge from different parts of the world. This module equips you with the knowledge and skills to manage innovation in today's rapidly evolving global marketplace.

# Specialist pathway: Finance

The Global MBA Finance pathway promotes the skills needed to identify and assess key financial concepts and tools required to solve complex business problems.

## This specialism will:

- examine the rationale for major financial transactions and how they can be executed successfully
- apply relevant corporate valuation methods and critically assess the asset management industry
- provide the ability to solve strategic investors' dilemmas between risk and reward.

## Programme structure

Six core modules

Plus four optional modules  
(at least three chosen from  
the Finance modules below):

International Corporate Finance  
for Managers

Portfolio Management

International Financial Markets  
and Institutions

Risk Management and  
Decision Making

Plus the Strategic  
Project in Finance

## International Corporate Finance for Managers

This module introduces the following elements of corporate finance: how firms fund themselves; how they choose between different types of finance; and how financing decisions influence investment decisions. This is the only finance module that looks at finance from the perspective of the firm rather than the investor. It is ideal if you work in the finance arena or if you wish to understand the relationship between firms and financial markets.

## Portfolio Management

This module focuses on investment decision making and improved portfolio management, introducing some of the state-of-the-art methodologies used by professional portfolio managers. It develops skills based on modelling of asset price procedures and empirical research findings. By the end of this module, you should be able to understand major portfolio management and risk concepts; apply these to specific business problems; resolve problems in selecting investments; formulate asset allocation models; and use different asset pricing models in portfolio construction.

## International Financial Markets and Institutions

This module is an introduction to international transactions and the role of foreign exchange markets. You'll learn about international capital flows and balance of payments accounting, how the foreign exchange market operates, and how standard foreign exchange contracts are valued. It will also describe the role of key international institutions such as the International Monetary Fund, the World Bank and the World Trade Organization. This perspective on finance is vital for anyone planning to work in an international organisation.

## Risk Management and Decision Making

This module focuses on decision making in risky environments, which is of value throughout the finance industry. It offers a detailed analysis of tools and processes that are used by the financial industry to manage risk. First, this module introduces you to the 'value at risk' approach in risk management and decision making, with the use of case studies. Second, you will analyse the management of risk portfolios. Finally, you will investigate decision making and why firms tend to take biased decisions.





# Specialist pathway: Health

With academic direction provided by UCL Medical School, the Global MBA Health pathway promotes a range of professional attributes that underpin advancement to senior levels of management in the health sector. Bringing policy and practice to life, the pathway provides a rich opportunity to gain an understanding of the practice of management/leadership in a healthcare context.

## This specialism will:

- analyse how healthcare policies are implemented and approaches to effective management of systems
- explore how to apply risk management and clinical governance principles
- evaluate initiatives to improve healthcare services.

## Programme structure

### Six core modules

Plus four optional modules (at least three chosen from the Health modules below):

Healthcare Systems

Resource Management in Healthcare

Risk, Governance and Patient Safety

Innovation and Quality Improvement

Plus the Strategic Project in Health

## Healthcare Systems

This module provides an understanding of the goals, objectives and functions of a health system. Comparing and contrasting different healthcare systems to develop a broad understanding of how healthcare systems operate, deliver services and finance those services.

## Resource Management in Healthcare

This module focuses on understanding financial and human resource management in healthcare organisations including

Academic direction by



**MEDICAL SCHOOL**

managing finances, people and risk to provide efficient healthcare to patients. It also introduces students to the theoretical and practical considerations associated with recruiting, retaining, and looking after staff in healthcare organisations.

## Risk, Governance and Patient Safety

This module provides an understanding of risk and governance in healthcare settings, including balancing priorities such as finance, safety and patient care. Participants will understand how to assess, develop, implement and monitor risk management plans to deliver efficient and sustainable service standards.

## Innovation and Quality Improvement

This module identifies how quality improvement can be built into healthcare delivery, to improve health outcomes, service performance and organisational learning. Participants will gain the skills required to implement data-driven improvement in healthcare settings.

**Please note:** It is strongly advised that students taking Health option modules have prior experience of working in the health or healthcare sector.

# Specialist pathway: Law

The Global MBA Law pathway promotes a comprehensive understanding of core legal theories, regulatory practices and issues within business contexts, including corporate governance, international finance transactions and financing development.

## This specialism will:

- identify and evaluate comparative corporate governance issues
- develop an understanding of global economic governance structures
- identify and analyse the legal frameworks for transfers of public and private capital to developing countries.

## Programme structure

### Six core modules

Plus four optional modules (at least three chosen from the Law modules below):

International Finance Law: Transactions, Policy and Regulation

Corporate Finance Law

Corporate Governance and Ethics

Legal Aspects of Financing Development

Plus the Strategic Project in Law

## International Finance Law: Transactions, Policy and Regulation

This module examines the legal issues arising from the operations of the largest commercial, merchant and investment banks on the international banking and capital markets. It considers how international financial transactions, contracts and negotiations work. With the use of case studies, you'll gather the building blocks and conceptual tools necessary to understand and master the advanced intellectual challenges posed by the interaction of law and policy in international financial transactions.

## Corporate Finance Law\*

This module enables you to analyse transactions using sophisticated methodologies. It focuses on issues such as the use of debt and equity, due diligence, regulations surrounding takeover defences and financial assistance, and the protection of minority shareholders. By taking this module, you will gain a sound understanding of the dynamics of corporate financing options, methods and techniques in light of regulatory theories, applicable legal frameworks, shareholder capitalism and public policy objectives.

## Corporate Governance and Ethics

This module addresses issues affecting the business community and the wider effects of the debate on corporate governance. You will study the origins of modern corporations and the influence of relevant theories on corporate governance; analyse legal issues with a particular focus on the UK corporate governance debate; and examine scenarios in which unethical approaches led to the infringement of fundamental rights. The module is accredited by the Corporate Governance Institute (TCGI), giving you access to TCGI student membership and the opportunity to gain TCGI certification upon successful completion.

\*Note: This module is currently unavailable.

## Legal Aspects of Financing Development

All developing countries face challenges accessing capital for development. This module concerns the legal framework underpinning the flow of external capital to developing countries. You'll examine contentious issues in international development finance, such as sovereign debt restructuring, the conditionality attached to financial assistance, and how policy can be influenced by international investment agreements. This module will be valuable to anyone interested in international financial institutions, non-governmental organisations, development organisations or related careers.



# Specialist pathway: Leadership

The Global MBA Leadership pathway promotes a critical self-awareness of one's own leadership and its consequent issues in the wider global context in which business management takes place.

## This specialism will:

- identify and evaluate approaches to leadership in different organisational contexts
- engage critically with management frameworks, theories and tools
- evaluate leadership decisions in a political and cultural context.

## Programme structure

Six core modules

Plus four optional modules (at least three chosen from the Leadership modules below):

Leadership and Management Models

Negotiation and Conflict Management

Leadership, Transformation and Organisational Change

Leadership and Ethical Decision Making

Plus the Strategic Project in Leadership

## Leadership and Management Models

Understanding management models (from classical to contemporary) is crucial to evaluating the effectiveness of leadership. This module prepares you for strategic leadership and transformational roles, using a variety of resources to develop your understanding of management models. It helps you identify and analyse leadership theories, and explores applications in real-world contexts based on case studies.

## Negotiation and Conflict Management

To lead any organisation effectively, managers must be able to negotiate with internal and external constituents, identify and manage different types of conflict, and employ dispute resolution methodologies where necessary. By taking this module, you'll learn highly practical skills used in negotiation and conflict management by managers of government agencies, hedge funds and small businesses (among others), helping to make you a highly effective leader.

## Leadership, Transformation and Organisational Change

This module focuses on senior leaders – top management teams, CEOs and boards of directors – and is suitable for anyone pursuing a career in business management. Using case studies, you'll develop your ability to respond to complex issues and situations that arise in working environments. You'll gain a deep understanding of the contribution of strategic leadership to organisational change and transformation.

## Leadership and Ethical Decision Making

Ethical decision making is crucial to today's leaders as both corporate and individual responsibility takes centre stage in the public eye. This module prepares you for strategic leadership and transformational roles, building on the Successful Leadership core module to help you recognise how your own moral approach affects and determines leadership approaches when confronted with ethical concerns. You'll explore case studies and examples of real-world ethical dilemmas.

# Specialist pathway: Marketing\*

The Global MBA Marketing pathway promotes a deep understanding in strategic marketing management, consumer insights, innovation, and international marketing.

## This specialism will:

- apply analytical and creative thinking to solve marketing challenges and inform strategic business decisions
- build leadership and communication skills essential for influencing internal and external stakeholders
- develop a strategic understanding of marketing theory and practice, with an emphasis on global, digital, and entrepreneurial contexts.

## Programme structure

### Six core modules

Plus four optional modules (at least three chosen from the Marketing modules below):

International Marketing for Managers (Available from January 2027)

Buyer Behaviour (Available from April 2027)

Marketing and Business Analytics (Available from July 2027)

Entrepreneurial Marketing (Available also in the Entrepreneurship and Innovation pathway)

Plus the Strategic Project in Marketing

### International Marketing for Managers\* (Available from January 2027)

This module will address the complexities of marketing across borders, moving beyond the domestic market to consider the diverse cultural, economic, political and legal environments that influence consumer behaviour and business operations worldwide. It examines

marketing through an international lens and serves as a crucial component for pursuing careers in international business and marketing or engagement with customers from various cultural backgrounds. This module encourages critical thinking surrounding the effectiveness of international marketing theory and practice.

### Buyer Behaviour\* (Available from April 2027)

This module introduces consumer and organisational buying behaviour. It delves into the psychological, social and cultural factors that influence how consumers and organisations make purchasing decisions. It also analyses consumer psychology, the socio-cultural landscape, and individual, familial, and organisational decision-making processes while also addressing contemporary issues like digital consumer culture and ethical and sustainable consumption.

### Marketing and Business Analytics\* (Available from July 2027)

This module will help you understand the skills and knowledge that are essential for success in a digital

world using marketing with analytics as a tool. It explores how to extract meaningful insights from market data by identifying trends and patterns, for making informed decisions. It will exclusively look at marketing from the perspective of both firms and consumers. You will acquire the skills needed to interpret analytics and how to feed findings into marketing strategies for success.

### **Entrepreneurial Marketing (Available also in the Entrepreneurship and Innovation pathway)**

Marketing is especially important in entrepreneurial situations, when there is often limited capacity to establish a presence in a crowded marketplace. This module focuses on the different marketing approaches for entrepreneurs and new ventures compared to marketing for established firms.



# Accreditation

## Industry recognition

The Global MBA is recognised by major industry bodies, providing you with a wealth of resources and opportunities that will support your professional development.

## Accreditation benefits

Through, CMI, CIMA and TCGI, you'll have access to a wide range of online resources and specialised events (UK and international), including networking, job-hunting and continuing professional development opportunities delivered through these partnerships.

You will be part of CMI's over 120,000 strong management and leadership community – a considerable resource for its members, along with access to thought leadership, mentoring, mental health support, a career development centre, and Management Direct – CMI's online library with over 30,000 pieces of relevant content.

These organisations also offer mentoring programmes which provide practical support to managers at all levels of their careers. Through CMI Mentoring, more experienced managers and leaders share their skills and experiences, helping others to develop these skills further themselves.

The Corporate Governance Institute (TCGI) offers the world's most comprehensive online library of corporate governance and governance-related content. TCGI set the global standard for corporate governance education and certification.

## Chartered Management Institute



HE Partner

The Chartered Management Institute (CMI) promotes the highest standards in management and leadership excellence.

All Global MBA students receive CMI membership.

As the core modules and Strategic Project of the Global MBA meet the requirements of CMI's Level 7 Diploma in Strategic Management and Leadership Practice, when you successfully complete the MBA, you also receive this industry-recognised Diploma. With this you also become a 'foundation' Chartered Manager (fCMgr), a professional status that demonstrates significant management and leadership expertise.



## Anne Francke

Chief Executive, the Chartered Management Institute (CMI)

'When students graduate with a Level 7 Strategic Qualification in Management from CMI as well as a very prestigious University of London Global MBA, they are boosting their employability by presenting employers with exactly the skills they seek.'

The Global MBA combines a prestigious world-class British university degree with best-in-class British professional bodies, CMI and CIMA, who set admired standards and create career pathways, including unique Chartered status.

And it is open to anyone, anywhere, anytime. What an amazing and unique value proposition.'

If you also have at least three years, relevant work experience, you can also gain CMI Chartered Manager (CMgr) status. For more detail about these qualifications, see: [london.ac.uk/mba](https://london.ac.uk/mba)

## Chartered Institute of Management Accountants

The logo for the Chartered Institute of Management Accountants (CIMA), featuring the word "CIMA" in white lowercase letters on a magenta rectangular background.

Chartered Institute of Management Accountants

If you successfully complete the MBA (Accountancy) you will be eligible to sit the CIMA Master's Gateway exam which is an accelerated entry route to the CIMA Professional Qualification. For more information on the Gateway exam, please see: [aicpa-cima.com](https://aicpa-cima.com)

## Canadian students

As a result of an exciting partnership with CIM Chartered Managers Canada, Canadian students will also benefit by becoming CIM members upon admission to the programme and will be eligible to obtain the Chartered Manager (CMgr) designation upon completion of the programme at no additional cost.

## The Corporate Governance Institute



On successful completion of the Corporate Governance and Ethics module, students will be awarded an Associate-level certification from the Corporate Governance Institute (TCGI), based on their performance in the module assessment. TCGI certification is recognised globally by leading employers and supports students in pursuing governance and compliance career opportunities.

Students who take the TCGI-accredited module will also receive membership to the TCGI platform for the duration of their studies, with access to thought leadership masterclasses, webinars, case studies, and practical governance resources. This helps students stay current on priority governance topics, including ESG, AI governance, and cyber governance.

Students will also become part of TCGI's global network of board members, executives, and governance professionals—supporting their ongoing development and long-term career progression in governance.



# Take your career to the next level

## Building connections

With a variety of study pathways and professional development resources at your fingertips, you will emerge from the Global MBA with the capability to reach new frontiers in business.

From the moment you begin the MBA, you'll be able to bring new learning and skills to the workplace. The Strategic Project (see page 10) can even involve your current organisation.

You can continue to climb the career ladder, using our professional associations to access training, build powerful connections and boost your standing in the field.

## Seek new opportunities

Our links with professional bodies will provide you with access to industry-relevant workshops, training, professional development resources and the opportunity to establish new contacts and strengthen professional networks.

You'll have the opportunity to earn Chartered Management status through the work you provide for the Global MBA, granting you the most prestigious status available in the management profession.

All of this gives you excellent grounds to seek sponsorship for the programme (see page 30) and to pursue promotion opportunities once you have graduated.

## Online career support

In addition to the resources offered by our MBA partners, you'll have access to career skills development modules from The Careers Group, University of London. This includes resources specifically designed and developed for the Global MBA.

These will help you to apply management knowledge from the course (including strategic thinking skills, decision-making skills, leadership skills, etc.) to your own executive career project.

Once you are close to completing the programme, you'll have the option to consult the Chartered Management Institute (CMI) and The Chartered Institute of Management Accountants (CIMA) listings for suitable job prospects, if that forms part of your plans.



**Marina Babic Walton**  
Global MBA, Serbia

'The best advice that I could give is if you plan to elevate your career, start today. Don't wait for a perfect time, for the perfect setting, for the perfect moment. It's best to start immediately and to unfold all the opportunities that lie ahead of you.'

I would recommend the programme for its credibility and for the knowledge that we gained throughout. I feel that I've accomplished a big step in my life, and I'm glad that I have an achievement to present to my children, to show them that personal development should continue throughout one's career and life – not end with a degree that you earn in your early twenties.'

# Entry requirements

For direct access to our Global MBA programme, you will need the following:

- **Academic requirements:** a First- or Second-Class bachelor's degree (or an equivalent professional award).
- **Work experience:** three years' relevant work experience in a managerial or professional role.

If you meet only one of these requirements, you can apply to join the programme via a second route. Under this route, you are strongly advised to complete our online MBA Preparation Course, International Business Essentials (c. 125 hours of study), and then take only one module (preferably core) in your first study session and one module in your second session.

If your first language is not English, you'll be required to show evidence of your English language skills. This can range from an IELTS test score to evidence that you have undertaken substantial education or work experience in English.

Please see our website for more details: [london.ac.uk/mba](http://london.ac.uk/mba)

## International Business Essentials

Prepare yourself for MBA study and a career in international business. As well as supporting the second entry route to the MBA, this series of six online short courses also helps you to develop the essential business, academic and cultural skills necessary to succeed in international business.

1. Professional Skills for International Business
2. Management Skills for International Business
3. Quantitative Foundations for International Business
4. Statistics for International Business
5. International Business Environment
6. International Business Capstone

Gain insight into the key professional skills required by managers at all levels of an organisation. Learn how to make a positive first impression, how to become a role model at work, and more about effective time and resource management.

For more information and to enrol, visit: [coursera.org/specializations/mba](http://coursera.org/specializations/mba)

## Recognition of prior learning

The University of London offers an excellent opportunity for you to use your existing qualifications to your advantage.

Recognition of prior learning is where we accept a qualification in place of one (or more) modules of the Global MBA, so you don't need to take them as part of your degree. If your prior learning is recognised, you could complete the MBA more quickly by studying fewer modules.

Some qualifications are recognised for up to five modules, which is a significant portion of the programme.

## How we recognise prior learning

We recognise qualifications **automatically** if we have already confirmed that they meet the learning outcomes of a particular module or set of modules. For qualifications we have not reviewed before, any recognition is classed as **discretionary**.

If you believe a qualification you hold reflects similar learning outcomes to Global MBA modules, you can apply for this to be recognised.

# Further information



## Fees and funding

The course fee varies depending on a number of factors: where you live; whether you receive online or face-to-face tutor support; and whether you pay in full at registration or pay as you study.

The full list of annual fees for the programmes will be published on the Student Fees web page once confirmed. Please visit: [london.ac.uk/fees](https://london.ac.uk/fees)

Fees are subject to annual revision and typically may be increased by up to five per cent per year.

If you do not pay in full at registration, you will pay for each module as you take it. The module fee includes access to study materials and entry to the assessments associated with the module (written examination, coursework and project as applicable).

**Please note:** all student fees are net of any local VAT, Goods and Services Tax (GST) or any other sales tax payable by the student in their country of residence. Where the University is required to add VAT, GST or any other sales tax at the local statutory rate, this will be added to the fees shown during the payment process. For students resident in the UK, our fees are exempt of VAT. For more details, please see: [london.ac.uk/mba](https://london.ac.uk/mba)

## Postgraduate master's loans

The UK government is now providing loans worth over £10,000 for students based in England who wish to begin their first master's level programme. The University of London Global MBA is eligible for this funding.

## Scholarships

The University has developed a number of scholarships and bursaries for the programme. For the latest availability and updates, see: [london.ac.uk/mba](https://london.ac.uk/mba)

## Employer sponsorship

If you're employed and wish to apply for our MBA, your employer may be willing to help with the cost. Our online programmes are ideal for employers because they get to retain you as an employee and benefit from the additional skills you bring to the workplace.

Nevertheless, it's important to make a compelling case for the expense and any additional flexibility you may need. Our template and guides will help you build this case.

If your employer requires more information about the University of London or the benefits of sponsorship, refer to: [london.ac.uk/study/fees-funding/funding-study/employer-sponsorship](https://london.ac.uk/study/fees-funding/funding-study/employer-sponsorship)



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For further information on the range of programmes we offer, please visit our website ([london.ac.uk](http://london.ac.uk)) or contact us at:

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Telephone enquires: +44 (0)20 7862 8360

Online enquires: [london.ac.uk/enquiries](http://london.ac.uk/enquiries)

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