

University of **Salford** MANCHESTER

**MSc Global
Management**
offered in exclusive
partnership with
Robert Kennedy College



University of
Salford
MANCHESTER

**Salford
Business
School**

About the University of Salford

Founded in 1896 the University has a successful global presence and a turnover of £189m. Our four colleges, nine schools, 20,000 students and 2,500 staff have all grown to serve the needs of industry, commerce and education.

Salford University Business School

At Salford Business School we have a clear vision – to excel in teaching, research, innovation and engagement; core beliefs that lie at the heart of the success of the School, its graduates and its business partners.

We are committed to developing business leaders and managers that are equipped for next-generation practice in the global marketplace. The contemporary business world operates on an increasingly global scale and this agenda sits at the very heart of how Salford Business School engages with its students and partner organisations.

From Salford to the World

Thanks to an exclusive partnership with the Robert Kennedy College in Zürich, Switzerland, the University of Salford Business School MSc Programmes in Global Management, Project Management, Financial Services Management, Marketing, and Procurement, Logistics and Supply Chain Management, Human Resource Management and Development, Information Systems Management, International Banking and Finance, Accounting and Finance, International Business with Law, International Corporate Finance, International Events Management and LLM International Commercial Law are now available on a Global basis via online learning. You can benefit from the outstanding teaching and research expertise of the University of Salford from wherever you are in the world, by combining the best of both online and face to face interaction – all students are required to attend a mandatory residency in Salford, England or Zürich, Switzerland.



MSc Global Management at a Glance

Duration

Minimum 12 months, maximum three years

Delivery Method

Blended learning mostly online via OnlineCampus (an interactive online learning environment) with intensive class discussion and collaboration, plus a one-week compulsory residency. The residency will be held in Salford, England or Zürich, Switzerland.

Places

Strictly limited to 90 per intake (6 start dates per year)

Tuition Fees

13,000 CHF (Swiss Francs). You might be eligible for a bursary of 1500 CHF (Swiss Francs) reducing your tuition fees to 11,500 CHF (Swiss Francs). This includes library access, OnlineCampus access, graduation fees, and University of Salford matriculation fees. The fees are for the entire programme, and include all the courses as well as supervision for the final innovation project.

The Residency costs, such as airfare and accommodation, plus a 2,000 CHF fee for the residency, and some of the textbooks that you will need for the course are not included in these fees.

Worldwide Recognition

All the University of Salford degree programmes offered online are Recognised Worldwide. The University of Salford received a Royal Charter in 1967 from Her Majesty the Queen. The University of Salford is fully recognised by the British Government.

Admission Requirements

Normally a minimum 2:2 honours degree or equivalent. A wide range of professional qualifications are also accepted either in partial or complete fulfilment of entry requirements.

We welcome applications from students who may not have formal/traditional entry criteria but who have relevant experience or the ability to pursue the course successfully. A student whose first language is not English will be required to achieve IELTS 6.5 or above with no individual element below 5.5, or equivalent recognised English test. Alternatively suitable evidence of working or studying in an English-speaking environment will usually be sufficient to demonstrate an acceptable English level.

Applicant Profile

The suite of Salford online Masters programmes is ideal for graduates and working professionals across sectors, who would like to increase their academic credentials with a postgraduate qualification recognized worldwide while pursuing their career. Applicants must be able to demonstrate a high level of flexibility and appreciation of blended learning methods, which will contribute to their success on the course.



The University of Salford Online Masters Programmes

Founded in 1896 the University of Salford expertise is helping to transform individuals and communities through excellent teaching, research, innovation and engagement.

Salford Business School enjoys an excellent national and international reputation for its courses, teaching quality and the progression of students into responsible positions across a variety of industries.

Through an Exclusive Partnership with the Robert Kennedy College, the Salford Business School Masters programmes are now available online through a unique blended learning format: you can study mostly online but benefit from face to face interaction through a one week mandatory residency in Salford, England or Zürich, Switzerland. **All programmes can be completed in as little as one year.**

Recognised Worldwide

All the University of Salford Masters degree programmes offered online are Recognised Worldwide, whether undertaken online or on campus.

The University of Salford received a Royal Charter in 1967 from Her Majesty the Queen.

The University of Salford is fully recognised by the British Government and is duly listed on the United Kingdom's Department for Business, Innovation and Skills list of recognised UK awarding institutions.

After successfully completing your studies online and attending the mandatory residential week in Salford, UK or Zürich, Switzerland you will receive the same internationally recognised degree granted to on-campus students.



MSc Global Management

3 good reasons to study Global Management at Salford:

- Take a Business Innovation Project module, increasing your practical skills and experience
- Understand management within a range of organisations
- Enhance your career with formal business and management knowledge attaining a flexible career path

This course is designed for graduates from a business or non-business discipline wanting to develop their skills and knowledge in order to become a successful manager in a global business organisation.

You will learn about and critically evaluate evidence-based best practice to inform and improve your own skills.

If you are already working as a manager, you will seriously enhance your capabilities, improve your career prospects, and achieve a highly-regarded management qualification.

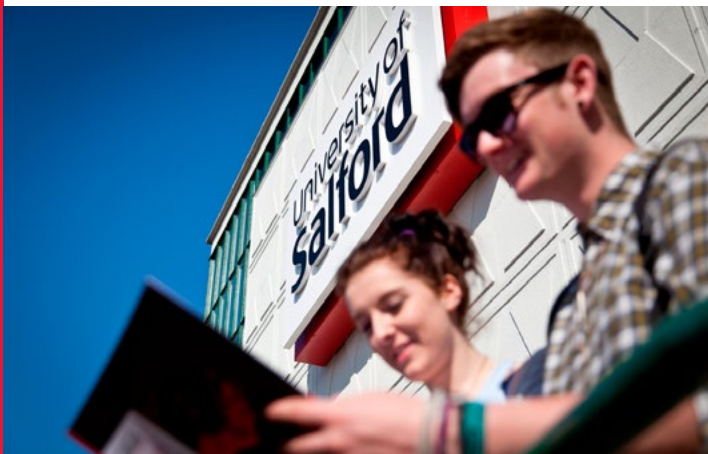
Course Details

Strategic International Business Management

You will gain a thorough grounding in the major issues and perspectives of management, with a particular focus on strategic, global and organisational issues in an international context. You'll also get an overview of key issues and decisions relating to the legal, social and ethical responsibilities of corporate management. You will be encouraged to think critically about theory and practice in an ethical and professional manner, in particular in light of key issues and decisions related to the strategic organisation in both national and international contexts. This module draws from findings from research into work and particular emphasis is placed on a number of theoretical and practical perspectives to enable you to better understand the world of work.

International Financial Management

Examine the impact of such factors as exchange rates, inflation rates and interest rates on the management of firms in an international/global context. You will be able to devise and evaluate a risk management strategy for the uncertain world of international financial markets using financial instruments such as swaps, options and futures. Emphasis is placed on factors that differentiate multinational from domestic financial management. This module also offers the opportunity to develop practical analytical and presentational skills by applying theory and concepts to international financial databases.



MSc Global Management

Marketing and Services Management

Develop an understanding of the role of marketing within the global organisation and the processes involved, with particular emphasis on the service sector. You will gain knowledge and skills applicable to managing quality and a wide-ranging analysis of the issues involved in managing the strategic marketing/management functions within a global service context. In drawing from findings from research and practice, emphasis is placed on a number of theoretical perspectives that enable you to develop the ability to critically evaluate and analyse service management opportunities and problems at a global scale.

Operations and Information Management

Develop an in-depth understanding of the increasingly important field of operations and information management at a global scale. You will gain an overview of how to improve different types of operations and information systems, to contribute to a company's competitiveness and strategy. You will develop an understanding of concepts, techniques and models that are used for planning, managing and improving operations and MIS within manufacturing and service organisations in a global context.

Business Innovation Project (BIP)

Dissertation: a conventional dissertation of 12,000 to 15,000 words, consisting of a research question, aims and objectives, rationale for undertaking the study, literature review, research methodology, analysis of findings, conclusions and recommendations.



Application Form MSc Global Management

Please fill this form and send it together with:

- Latest Résumé/Curriculum Vitae
- A 300 words personal statement about your ambition and motivation to study in this Masters programme
- Copy of your degree certificates and/or diplomas.

Send the form, Curriculum Vitae, statement and certificates to:

Telefax: + 41 58 122 1112

E-mail: salford@rkc.edu (scanned),

Airmail: Robert Kennedy College Zürich GmbH – Technoparkstrasse 1, 8005 Zürich, Switzerland

First Name Last Name

E-mail Date of Birth Gender **Male** **Female**

Residence Address

Country Profession

Highest Qualification Academic

Daytime Phone Evening Phone

I will be paying the **100 Swiss Francs** application fee by:

** In either case we will send you the payment instructions as soon as your application is received*

Bank Transfer

Credit Card

The overall tuition fees including registration will amount to 13'000 Swiss francs plus 2'000 Swiss Francs for the residency. In case of admission you will need to pay the registration fee of 2500 Swiss Francs as acceptance of the admission offer. Tuition fees will usually be invoiced on a monthly basis over 12 or 18 months. Please note that we do not offer any scholarship or financial assistance.

Can you confirm that you have sufficient funds?

Yes

No

**I hereby apply to enroll at
the Robert Kennedy College**

Date Signature

University of Salford
MSc courses and LLM International Commercial Law
offered in exclusive partnership with:



ROBERT KENNEDY COLLEGE
SWISS QUALITY EDUCATION

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