Masters in Management & Global MiM

12 months in London full-time
24 months in London and Shanghai full-time
A unique experience.
Invest in your future

Kick-start your career with a Masters in Management from London Business School. Its location in the heart of a global business capital, offers unmatched opportunities to shape your career.

As a recent graduate, you may already have career goals set out in your mind. Or perhaps you are still considering what route, role and environment will best suit you in the business world. Either way, global recruiters will recognise those candidates who can hit the ground running with the skills and mind-set primed for leadership and the fast-moving business world.

London Business School is a leader in the field of business education; top-ranked for its programmes by Bloomberg Businessweek and the Financial Times; with a faculty acclaimed for its academic excellence and industry experience; a student body drawn from all continents; a campus alive with student and alumni clubs, professional and social events that will build your network and enrich your world view and personal development.

Prepare yourself for an ambitious and fulfilling future. The 12 months you spend on London Business School’s Masters in Management will be one of the best investments you ever make.

New in 2015: Global MiM
Launching in September 2015, this two-year double degree programme is delivered jointly by London Business School and Fudan School of Management. Gain exposure to Western and Eastern business practices and power your learning through a unique combination of core and elective courses, taught in London and Shanghai (see page 16 for more information).
Time to aim high

London Business School's academic excellence, real-world connections, global diversity and pivotal location give you outstanding advantages

Like the city of London itself, the more you put into the Masters in Management, the more you get back. Both are fertile grounds for discovery. This culturally diverse capital is home to more than 300 nationalities, it's where 75% of the world’s top 500 businesses have a base and where top recruiters come to find the most accomplished candidates. It affords unparalleled access to all kinds of business environments, from global corporations to start-ups, in every field imaginable. Combined with the learning experience and campus life of London Business School, there's no better place to shape your career and your future.

Our Masters in Management is a one year, practice based degree taught in a postgraduate business school, with a professional atmosphere. On campus, you’ll encounter high-achieving students and alumni at every stage of their career, providing you with unique networking opportunities.

Flexible, practical learning
First, the fundamentals. We equip you with the frameworks, tools and techniques you need to build your business skill set in the key areas of accounting, economics, finance, marketing, leadership, strategy, and management analysis and systems. Through tutorials, lectures, group work, case studies and in-the-field experience, you acquire not just sound academic knowledge but perspective and context, too.

Surrounding your core studies is a host of complementary activities. You benefit from a mentoring scheme provided by MBA and MiF students and alumni working in the world’s top organisations. It’s an invaluable way for you to hear from those with more career experience, about particular industries and roles. School events are largely student-organised, with conferences attracting globally recognised speakers from politics and finance to sport and entertainment, who share their insights on business, success and leadership. The many social and professional clubs add yet another dimension to thriving School activity, where you can meet enthusiastic students from other programmes.

Our Career Centre are there to support you as you define your goals and prepare for your job search. You’ll take forward a plan for your personal development that gives you the practical and soft skills you need to succeed in business. Career events throughout the year attract leading recruiters and global companies, such as American Express, Google, McKinsey & Company and Amazon.

“London Business School’s Masters in Management is a life-changing journey that will transform your future career.”

Leila Guerra, Executive Director, Early Career Programmes, Masters in Management

Meet the world on your Masters in Management

41 nationalities on the programme
40% female intake
95% international students
31 countries represented by our faculty
40,000+ alumni across 150 countries

Business and study experiences
Within a few kilometres of the campus is the City and its incredible business diversity. We make full use of this, taking you inside companies such as Google, Blackstone and Universal Music Group, to find out what makes them tick and hear from key personnel. Overseas trips offer another academic angle focusing on various business themes, in destinations such as Silicon Valley, Milan, Munich, Shanghai and Paris.

“A London résumé

75% of top 500 global companies based in the city
100% of leading financial institutions represented
300+ languages spoken
15.5m visitors each year
1000+ tech start-ups formed every month
264 foreign banks
80% of the world’s metal trading
4 UNESCO World Heritage sites
240+ museums and galleries
180+ theatres
150+ public parks

Christopher Saul (British), MiM2010, Strategy Analyst, Avios

See London open up
The view along the River Thames is a heartland to the west and financial heartland to the east.
Designed for world-class candidates

Our Masters in Management attracts the highest performers from around the world with the energy, drive and capability to make a difference.

The business world is expanding. Social enterprise, emerging markets, new industries, roles and specialisms; the opportunities in which to find a niche and make an impact are immense, the prospects thrilling.

As a recent graduate, with less than one year of postgraduate business experience or fewer than two years in a non-traditional business role, you’re on the cusp of your first career move. You’re after a fast-track business role, you’re on the cusp of your or fewer than two years in a non-traditional business role, you’re on the cusp of your first career move. You’re after a fast-track business role, you’re on the cusp of your first career move. You’re after a fast-track business role, you’re on the cusp of your first career move. You’re after a fast-track business role, you’re on the cusp of your first career move.

This programme will dare and challenge you, take you out of your comfort zone and help you fulfil your potential.

Certain qualities mark you out as an ideal candidate: you’re dynamic, open-minded, thrive on putting new ideas into practice, can collaborate with a diverse, enthusiastic, questioning peer group and are willing to share your own experiences.

Wide-ranging backgrounds
Our Masters in Management students come from diverse study disciplines including business administration, engineering, languages, mathematics, history, neurobiology, literature, economics, law, and music. Their professional experience has spanned entrepreneurial, not-for-profit and international corporate sectors. As you might expect from this student body, such diversity fuels lively debate.

Cross-continent classes
With more than 40 nationalities and 49 languages spoken in a typical intake, the exposure you have to a global environment at London Business School is unique. Learning like this, you absorb the cultural nuances and alternative perspectives of a globally diverse group – a vital skill for anyone wanting to succeed in international business.

Wherever your first graduate role takes you, give yourself the best chance of success with the knowledge, networks, outlook and ongoing support that London Business School can provide.

If you have a business background, you may be seeking more in-depth knowledge of how theory applies to the real world. Or, if you’re lacking business experience, you may want a degree that helps you transition into that world with greater confidence and knowledge.

The combination of academic rigour and practical context offers you the tools to develop as a capable business practitioner, team leader and motivator. This programme will, without doubt, impact your career path. You’ll catch the eye of top global recruiters and prospective employers and put yourself on track for a truly rewarding long-term career.

Undergraduate study discipline
Our students come from hugely diverse career backgrounds:
- Management / Business: 25%
- Accounting / Finance: 21%
- Economics: 16%
- Engineering: 16%
- Mathematics / Sciences: 5%
- Social sciences: 5%
- Languages: 3%
- Arts: 1%
- Law: 1%
- Other: 2%

The School’s renowned brand and international faculty were key attractions.

“Without doubt, the diversity of my peer group has been the defining experience. Everyone here represents a different viewpoint and background, and I’ve been privileged to interact with students on other, more senior programmes as well.”

Jeroen Scholte (Dutch) MiM2012, Associate Managing Consultant, MasterCard Advisors

Follow our MiM student blog: www.london.edu/studentblog

Where do you come from?
Class of MiM2015 intake.

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Where do you come from?
Class of MiM2015 intake.

“The programme exposed me to business in practice – it makes all the difference.”

Henriette Müller (German) MiM2012, Consultant, McKinsey & Company

“The programme has encouraged me to trust my instincts and experiment with new ideas.”

Aaron Ganz (American) MiM2013, Senior Financial Planning Analyst, Fox International Channels

My career goal has always been to work in the entertainment industry. I applied to the Masters in Management to develop the necessary business skills for a financial position in this highly competitive field. The programme has encouraged me to trust my instincts and to experiment with new ideas – particularly in the entrepreneurial course.

Jeffrey Lui (British / Canadian / Chinese) MiM2010, Consultant, Accenture

“The School’s renowned brand and international faculty were key attractions.”

www.london.edu/mim
The Masters in Management experience

Around the core courses of this programme are unique opportunities to broaden your business experience, on campus, in London and overseas. Here’s how it all fits together.

Orientation and foundations
Begin by getting to know your classmates and developing your teamwork skills. Reach new heights on an outdoor leadership programme and discover London by visiting cultural and business landmarks.

Core courses

- **Accounting** Learn fundamental concepts behind financial accounting and how accounts can be prepared, understood and interpreted. Then see how they are used in the corporate world for shareholder equity and intercorporate investment. Develop an overview of key aspects and uses of management accounting: understanding short-term decision-making, allocating costs for determining profitability, performance measurement and compensation systems. Each new concept is worked through with practical case studies.

- **Economics** Study the drivers of global macroeconomic development through the topics of national wealth, banking structure, monetary markets, regulation and financial crises. Look at the market mechanics of microeconomic business scenarios such as supply and demand, power and pricing strategies, and segmentation and capacity.

- **Finance** Build technical and theoretical knowledge by understanding the foundations of finance, with an emphasis on applications. Discuss many of the major financial decisions corporate managers make, both within the firm and in their interactions with investors. Essential in this decision making is the process of valuation, an important emphasis of the course. Topics include criteria for making investment decisions, valuation of financial assets and liabilities, relations between risk and return, derivative securities (options) and mergers and acquisitions.

- **Marketing** Learn essential concepts, terminology, drivers of value and marketplace context. View business situations from a marketing angle, important not just for a career in marketing or consulting, but for those in general management and finance roles who need to understand drivers of value and marketplace context. Learn essential concepts, terminology, frameworks and data analysis skills. A key component of the course is MarkStrat, a computer simulation which gives you experience in developing and executing marketing strategies. Compete in ‘company’ teams against classmates, using long-term strategic thinking about targeting, positioning, product design, distribution, pricing and advertising and sales.

- **Leadership in organisations** Gain a global view of the key aspects of corporate culture: change management, working with diverse cohorts, group and individual dynamics, conflict, influence and negotiation. Through practical and interactive exercises and working with business coaches, explore the dynamics of your study group, develop objective viewpoints and understand how individual behaviour can impact a team.

- **Management analysis and systems** Using interactive lectures and case studies, learn and relate concepts to real settings. Topics cover managerial statistics including distribution and error handling, modelling systems for financial and operational issues, decision-making, product mixes and capacity analysis. Finally this course looks at portfolio diversification, decision analysis, risk management and hedging.

- **Strategic analysis** Learn to use analytical frameworks and concepts to assess the current and future prospects of a business by examining a range of internal and external factors. Use different concepts and frameworks to inform your evaluations. Speakers, case studies and seminars ensure understanding is embedded in both academic principles and practical application.

- **Personal Development Programme**

- **Languages**

- **Electives**

- Student clubs

- Business Immersion Week

- Global Immersion Field Trips

- MBA and MF mentoring

- www.london.edu/mim

“Those who thought they could ignore trends in the global macroeconomic environment have been badly hurt since 2007. My Masters in Management students have the practical knowledge and analytical skills to ensure they won’t make that mistake.”

Hélène Rey, Professor of Economics, London Business School

Faculty excellence builds confidence

Arriving at London Business School, you may have little business experience, but a lot of potential. Our faculty aims to bridge that gap through a balance of in-depth theory and analytical skills with practical experience of the corporate, government and finance worlds.

It means students not only learn to use technical business tools with confidence, but also understand the context and culture, and are ‘think-on-your-feet’ solution finders.

Interactive learning is one of the most powerful ways to take in and apply knowledge. You’ll encounter the following teaching techniques on this programme:

- faculty-led lectures
- study groups and assignments
- lectures and development workshops
- computer simulation exercises
- company site visits
- individual preparation
- guest speakers
- discovery project
- live strategy cases, working with a company

“I built a strong foundation in business concepts and good commercial awareness. Through involvement in clubs and events, I was able to meet people who have accomplished great things.”

Mahesh Nayak (Indian) MIM2011, Analyst, GSMA Mobile for Development
While we will strive to match students with their first choice of electives, we cannot guarantee it.

Credit Risk
International Finance
Mergers, Acquisitions and Alliances
Corporate Finance and Capital Markets
Real Estate Finance
Financial Engineering and Risk Management

a second language is an exit requirement

perceptions and cultural insights. Therefore

another language, which brings with it new

An important route to success in a global

Blackrock, M&C Saatchi and Canon.

Accenture, London Stock Exchange, companies, mentors and faculty. Recent

present their projects to the host

professional approach. Teams then

companies and are mentored through

work on projects devised by the

School alumni) for a company

entertainment multinationals and retail

and Morgan Stanley, as well as blue-chip

companies and businesses. You'll have

Career Week
This on-campus initiative allows you to network with a wide range of recruiting companies and businesses. You'll have the chance to meet representatives from companies such as JP Morgan, Nomura and Morgan Stanley, as well as blue-chip companies including Amazon, Facebook and Google, and consultancies such as McKinsey and BCG. Through the week, career advice panels offer in-the-field views

MBA and MiF and alumni mentoring scheme

Advice, networking and reality checks are readily available via this informal and invaluable scheme. Mentors can help you with job applications and you are encouraged to make contact with alumni working in your target companies to get to know more about their working world.

Our diverse elective options include:

Business Immersion Week
Broaden your knowledge of diverse business environments by spending time at contrasting organisations to understand their sectors, cultures and structures, how they add value, the challenges they face and how they address them.

Visit consultancies, brand management firms, investment banks, media empires, entertainment multinationals and retail giants to meet with senior managers (often School alumni) for a company presentation, Q&A or discussion. In teams, you work on projects devised by the companies and are mentored through them by executives on our senior degree programmes to hone a practical professional approach. Teams then present their projects to the host companies, mentors and faculty. Recent visits include Google, Deloitte, BBC Worldwide, CNN, Universal Music Group, Accenture, London Stock Exchange, Blackrock, M&C Saatchi and Canon.

Languages
An important route to success in a global business environment is through speaking another language, which brings with it new perceptions and cultural insights. Therefore a second language is an exit requirement of the programme.

Power your learning
The scope, teaching and intensity of this programme make it a masterclass in business management. Here are some highlights

Personal Development Programme
Tailor a personal development plan that builds self-awareness and improves your skills in important non-academic areas. Our programme aims to transform how you see yourself as a business professional. Workshops help develop the critically important skills you need in the workplace: making an impact online; good networking and presentation skills; technical Excel skills; creative thinking and time management. You’ll create an individual plan for your personal development, which is updated each term.

Global Immersion Field Trips
These stimulating trips complement your academic and programme experience. Network with peers and faculty from leading institutions in Silicon Valley, Paris, Milan, Munich, Mumbai and Shanghai. Meet business leaders, visit innovative, successful companies and extend your understanding of how business cultures differ around the world. There are company visits, simulations, lectures and masterclasses, as well as cultural visits, dinners and city tours.

Entrepreneurial Management
An exciting opportunity to make your dreams of entrepreneurship a reality. You bring an idea and our faculty (and other students) help you to develop, test and trial a concept. Many of our faculty are experienced entrepreneurs in their own right and bring other successful entrepreneurs to speak in class. Students at the School have launched businesses during their time with us, and you could be next.

Corporate Finance and Capital Markets
Corporate finance is an integral part of any growing business, no matter what industry you decide to pursue. Master the world of investments and capital markets and gain the practical skills to kick-start your career with this elective. Perfect if you are looking for a stepping stone into an advanced finance elective.

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Pick Me Up by Sylvia Moritz
“Life often depends on the decisions we make, the path we choose to follow, the doors we dare to open and clients we need to close. London Business School is a place for people from around the world to meet, work and grow. The illustration represents that maze of exploration.”

Read about the Find Your Voice art project on p2.
“Right Up Down Left” by Sylvia Moritz

“There are many opportunities for students and it may feel like a maze of confusion until they find their own voice. Staircases and corridors show the School’s departments, and the students journey towards their individual goals.”

Read about the Find Your Voice art project on p2

UK 53%
Europe (excluding UK) 24%
Asia 15%
Africa/Middle East 5%
The Americas 2%
Australasia 1%

Corporate sectors 35%
Finance 31%
Consulting 21%

Masters in Management 2013 stats
97% employed within three months of graduation
£65,514 highest salary
£36,295 mean salary

Job location post-Masters in Management

Job sector post-Masters in Management

“Masters in Management graduates stand out from their peers because of their strong analytical skills, business acumen and commercial awareness.”

Rosemarie Ng, Vice President, Graduate Recruiter, Nomura

“The Career Centre team ensures you’re well equipped to succeed at interview.”

Chido Munangagwa (Zimbabwean) MiM2012, Analyst, J.P. Morgan Securities

The Career Centre do a great job of ensuring that, when you do get that interview, you’re well prepared and equipped with the tools to succeed. Throughout the year I made use of the career development programmes run by student clubs, to sharpen my interview techniques and make sure my CV stood out.

Filip Nemeth (Slovakian) MiM2012, Consultant, KPMG Advisory

It’s been two years since I graduated from LBS and I use the technical knowledge and more particularly the soft skills I gained during my time at LBS every day. The School really prepared me for a career in consulting and I absolutely love my work. Without LBS I wouldn’t be doing as well as I am today.

Alumni start-ups
The practical approach of the Masters in Management encourages you to experiment with new ideas and develops your entrepreneurial drive. Here’s a snapshot of successful start-ups founded by our alumni:

Chido Munangagwa (Zimbabwean) MiM2012, Analyst, J.P. Morgan Securities

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Beyond the classroom

The city of London will surprise you with its diversity. Our Masters in Management will inspire you with new ideas. And extracurricular life at School will make you wish for more hours in the day. Here’s a taste of the wider student community in action.

Take a bright and enthusiastic group of School students with a thirst for discovery and an array of professional and personal passions, and you have the perfect alchemy for vibrant campus life. The astonishing range of activities on offer is largely student-generated, overseen by the Student Association Executive Committee and enthusiastically supported by our alumni.

Student clubs

The heart of campus life revolves around our clubs, which are run by students, and exemplify the spirited and creative thinking that runs throughout the School. More than 80 clubs offer an exceptionally broad and rewarding opportunity to extend your outlook, meet and collaborate with extraordinary contributors, and polish your organisational, presentation and communication skills.

As an example, the Energy Club has more than 3000 members with diverse career backgrounds across the energy sector. Students develop links between the School and the industry’s key players who attend conferences and share their ideas and knowledge. The Consulting Club lets you sharpen your ability to crack a case study. Help organise the summer ball, perform Shakespeare, swim, even climb Everest (it has been done). And if your particular interest isn’t catered for…you can always start a new club!

Conferences, summits and forums

An unbelievable 1400 events were organised by students in 2014-15. Speakers and alumni visit the School to offer their experience and insights, and highlight trends shaping the business landscape. These events put you in the company of participants across other programmes and are a great networking opportunity. A small sample of School events includes the China Business Forum, Global Energy Summit, Tech Media Summit, Private Equity Conference, Sports Business Conference, Asia Business Forum, Art Investment Conference and Middle East Day.

Career treks

These invaluable trips, organised by students with the support of the Career Centre, take you to less familiar business cultures and environments. Explore new industries as you visit companies and institutions, and ask the questions you’ve always wanted.

Recent career treks include:

- Swiss Industry trek with visits to: Nestlé, Schindler, Amcor, BOBST, Kuehne & Nagel
- Paris Retail and Luxury Goods trek with visits to: IFM, Carrefour, L’Oréal, Total, Alstom, GE, Schneider
- Dublin Tech trek with visits to: Google, Facebook, Twitter, LinkedIn
- Italian trek with visits to: Ferrari, Barilla, LVMH, Fast Retailing, Galeries Lafayette, Total, Alstom, GE, Schneider
- Swiss Industry trek with visits to: Nestlé, Schindler, Amcor, BOBST, Kuehne & Nagel
- Everest (it has been done).
- Paris Retail and Luxury Goods trek with visits to: IFM, Carrefour, L’Oréal, Total, Alstom, GE, Schneider
- Dublin Tech trek with visits to: Google, Facebook, Twitter, LinkedIn
- Italian trek with visits to: Ferrari, Barilla, Campari, Gucci, Bulgari.

Global voices, inspiring minds

The most dynamic speakers from around the globe come to London Business School (see box for previous speakers). Through lectures, forums, conferences and summits, you boost your learning with insights from inspirational leaders from the world of business, politics and arts. Recent guest speakers have included Pascal Cagni, former General Manager and Vice President at Apple and Dame Amelia Fawcett, former Banking Executive at Morgan Stanley and current Non-executive Chairman for The Guardian.

Social trips and events

With a student body that represents the world, trips to ‘home’ countries are a favourite activity. What better way to discover the charms of a place than with an insider guide? Annual festivals include skiing in the Alps and the MIM Cup sporting event. On campus, Tattoo is a lively carnival celebrating the international make up of the School, with performances and cuisines themed to each country. In December, the traditional Santa Pub Crawl (with students in Santa Claus costumes) is an unforgotten Christmas get-together.

Some of our student clubs

- Marketing Club
- Asia Club
- Energy Club
- Industry Club
- Finance Club
- Entrepreneurial Club
- Retail & Luxury Goods Club
- Military in Business Club
- Technology Club
- Film Club
- Investment Management Club
- Latin America Club
- Women in Business Club
- Sailing Club
- Goods Club

Top speakers

- Al Gore, former US Vice-President
- Anthony Robb-John, Managing Director of easyGroup
- Baroness Hogg, Chairman, 3i
- Dame Amelia Fawcett, former Banking Executive at Morgan Stanley and current Non-executive Chairman for The Guardian
- Herman De Bode, Former Managing Partner, McKinsey & Co, Belgium
- Kelly Leach, Managing Director of Dow Jones & Company
- Michael Bolingbroke, COO of Manchester United
- Pascal Cagni, former General Management and Vice President, Apple
- Paul Polman, CEO of Unilever
- Ravi Kant, Vice Chair, Tata Motors
- Richard Hytner, Deputy Chairman Satich & Satchi Worldwide and Adjunct Associate Professor of Marketing, London Business School
- Steve Ballmer, CEO, Microsoft
- Ursula Bulcke, CEO, Xerox Corporation

“We had a passion to create a new club – the Automotive Society. Our idea generated a lot of enthusiasm in the community and attracted students from all programmes. The former CEO of Aston Martin, the CFO of Bentley and the Managing Director of Top Gear all visited campus to speak to society members.”

Thibault Balyayet (French) MM2014, Analyst, Integration Consulting
Introducing the Global MiM

New in 2015, our Global MiM offers you an unparalleled insight into international business challenges and prepares you for the opportunities of tomorrow.

You’re ambitious and looking to develop the skills that will allow you to excel in today’s fast-moving business world. You have an interest in Asia and understanding how East meets West, and are curious to explore new cultures.

Kick start your international career and develop a two world mind-set with the new Global MiM. This two-year double degree programme delivered jointly by London Business School and Fudan School of Management provides unparalleled exposure to both Western and Eastern business practices.

Expand your knowledge with a unique combination of core and elective courses, taught in London and Shanghai. Collaborating with innovative companies, you experience business in the classroom and on international projects, Business Immersion Weeks and Global Immersion Field Trips, across two hemispheres.

Take the first step of your global journey with us.

“Shanghai is a city like no other; a melting pot combining China of the past, China in the process of modernisation and China of the future. There is no other way to know Shanghai apart from being there and experiencing it yourself.”

Caryn Tan (Australian), current LBS student and former exchange student at Fudan University
Our Global MiM is a two-year, practice-based degree delivered jointly by London Business School and leading Chinese institution, the Fudan School of Management. Gain a two world mindset and spend one year studying in London, followed by a further 12 months in Shanghai. You are awarded both a Masters in Management from London Business School and a Masters in International Business from Fudan School of Management.

As one of the world’s fastest growing economies there is no better place to build your awareness of Asian business and culture. Acquire vital knowledge of the global business landscape and develop a deep understanding of Asia’s business practices.

Learn how to portray the right business image and build your global business perspective. Immerse yourself in a new culture, gain unprecedented access to Chinese companies and networks, and experience how eastern and western businesses forge powerful working partnerships.

**Fudan School of Management**
As one of China’s leading business schools Fudan boasts 148 faculty members, all of whom are outstanding leaders in their fields of academic research. Build on the skills you have learned in year one and develop your global outlook of Asia’s business landscape.

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**Benefits to you**

The unique combination of core courses and electives enables you to:

- Deepen your business knowledge and gain a unique two-world perspective in both Europe and Asia.
- Apply theory to practice in today’s fast-moving international business environment.
- Learn in London – the world’s pre-eminent business capital – and Shanghai – China’s financial hub.
- Hone your skills and shape your thinking with insights from our world-class faculty.
- Achieve the merit of a qualification from two world-class business education institutions.
- Immmerse yourself in the Chinese market and understand the cultural context, and legal and ethical implications of doing business in China.

**Requirements**

- A strong interest in Asia.
- The desire to forge a truly successful global career.
- Knowledge of Mandarin highly recommended, but not mandatory.
- Less than one year of postgraduate corporate experience or less than two years of non-traditional business experience.
- An undergraduate degree equivalent to a UK 2:1 or above from any study discipline.

**Why London?**
75% of the world’s top 500 businesses are based in London. With unparalleled access to a diverse range of industries, London Business School couldn’t be better located to connect you.

**Why Shanghai?**
China is one of the world’s leading economies and Shanghai is its economic capital. Build your Asian academic and professional experience, gain sensitive cross-cultural communication skills and enhance your global vision at the Fudan School of Management.

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**Prepare for global mobility and continue your learning journey in the epicentre of China’s economic capital, Shanghai**

“Fudan’s School of Management is already a leader in its field across China. Our partnership with London Business School will draw out the best of the management systems employed in the East and West, aiding the development of more capable leaders.”

Dean Lu Xiongwen
Fudan School of Management

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“A Shanghai résumé”

- **24m** population
- **90%** of Fortune 500 global companies based in the city
- **1200+** financial institutions
- **215** foreign banks
- **6m+** overseas visitors every year
- **122** public parks
- **14** metro lines
- **30+** universities and colleges

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“Visiting Shanghai on a Global Immersion Field Trip was a very practical experience. As a Westerner with some exposure, but not a full understanding of China, this helped me see where the country is and where it is going.”

Joshua Buttenhoff
(American) MiM2014, Student, Tsinghua University, China
Further your studies at Fudan School of Management and develop the skills you need to thrive in a rapidly changing world.

Electives
- In addition to the two electives you complete in your first year, you study a further three electives at Fudan School of Management.
- Entrepreneurship and innovation
- Technological innovation
- Managing the digital firm: information systems, big data & e-commerce
- Supply chain and logistic management
- Luxury brands management

Language classes
- Competency in Mandarin greatly facilitates your second academic year at Fudan School of Management, as well as your future career in China. In term one you have the opportunity to study Mandarin at an intermediate level.
- Project
- The Fudan business project lab provides you with an experiential and dynamic learning environment. Working in a team you solve business problems based on companies’ needs. You may be challenged with developing an internationalisation strategy, analysing a new market entry, creating a new business model, reviewing sales and strategies or organisational structure plans, providing commercialisation recommendations or assessing the competitive landscape.

Career development
- Building on your career skills from the Masters in Management you develop a strong understanding of the Asia-Pacific market and the business professionals work. Keep pace with the most recent management ideas, macro-economic situations and industry highlights through forum communications with outstanding entrepreneurs, senior executives, scholars and professionals from around the world.
- Construction 2021
- www.london.edu/globalmim
The alumni view

Where does a London Business School Masters in Management lead? We’ll let our graduates tell you

Henry De Bennetot (French), BSc (Hons) Management, Warwick Business School (UK) MM2013, Founder and CEO, SunEos

Alexis Garavel (French) Engineering Diploma, Aerospace, ISAE (France) MM2013, Co-founder and CDO, SunEos

Company Biography

SunEos is a FinTech venture focusing on contactless solutions using NFC technology. The concept offers contactless payment in the form of a wristband that fuses concert ticket, cloakroom token and wallet, and allows event-goers to pay for food and drink without the need for cash or cards.

How did the concept for SunEos emerge?

Henry Prior to joining the MM I had spent some time working in Hong Kong where I was introduced to the local Octopus pass. This simple travel pass allows access to the underground and numerous outlets. It’s a fast, simple and handy form of contactless payment and there was definitely scope for something similar in Europe. I needed a safety net though, and Jurek Sikorski, LBS’s Entrepreneur in Residence, convinced me to apply for the Incubator.

Alexis When Henry outlined his idea it immediately struck home – I’d lost credit cards and wallets at festivals and concerts over the years, and the wristband concept is so simple. Given my engineering background, the fact it was a revolutionary technical innovation, was also very exciting.

How has LBS helped in your entrepreneurial journey?

Henry Without the incubator I don’t think we’d have pursued the idea – there were just too many risks. The experience has been invaluable. We have office space in central London, which would be prohibitively expensive otherwise. The network is amazing, the alumni and wonderful mentors – including Jane Khedair, who drafted workshops for us on how to incorporate a company, create a business plan, and so on.

Alexis It’s fantastic having faculty members and guest speakers, including Ben Hallen, the entrepreneurship speaker, easily accessible. We also benefitted from the support of MBA students who helped with our presentations.

What have you learned from starting your own business?

Alexis Starting your own company is probably the most exciting challenge, but it’s not always fun, there’s a lot of paperwork! One tip for new entrepreneurs – don’t be afraid. You can be overwhelmed by the amount of tasks ahead but just take that step and go for it.

Henry Running your own business offers you freedom to choose what to pursue and provides access to the strategic decisions that drive a business, something I would have probably waited many years to do in the corporate world. Plus you’re always on the run, looking for new ideas, adapting the product and getting feedback. It’s very exhilarating!

What’s next for SunEos?

Henry We’ve been commissioned by LBS to pilot “SunEos Campus”, a new attendance monitoring system for students. It’s the beginning of a new product diversification, made entirely possible by the MIM programme office. LBS has been essential in the development of SunEos, and we’re delighted and proud to give something back.

Alexis We’re also aiming to bolster our business activities throughout the university market and the events sector. Building a company from scratch has been hugely exciting – we don’t know yet where we will go from here, but we know LBS will definitely be part of its future.

“Building a company from scratch has been hugely exciting – we don’t know yet where we will go from here, but we know LBS will definitely be part of its future.”

Sandra Marichal (French), Business Administration, EPSCI–ESSEC Business School (France) MM2010, Strategy Director - Business Development and Marketing, Futurebrand.

One of the great things about this programme was how it helped me become responsible for my own development. It combines highly practical aspects with a curriculum aimed at improving hard and soft skills in a progressive and natural way.

I have learned the tools to perform my job with confidence, and London Business School gave me the credibility to be taken seriously. After less than a year at Futurebrand, I am leading my own global FMCG client projects and have been promoted to consultant level. It has boosted my professional reputation and has opened up a world of opportunities.

“The Masters in Management really evolved my aspirations and goals.”

Helen Ling (Chinese) Economics, The London School of Economics and Political Science (UK), MM2014

The Masters in Management really evolved my aspirations and goals. With the assistance of the Career Centre I applied for a wide range of jobs, and during that process I discovered more about myself and what I really wanted to do. I started out being interested in retail and came to understand that my skill set matches better with private banking. I now work at Pictet, a Swiss wealth management bank.

The main takeaway for me was the sense of community. I gained so much from the wonderful people I met. And with ongoing programmes including the MBA mentor scheme, the School encourages us to build upon the strong community feeling. I know I’ll carry that with me forever, whatever my career holds.
If you want to see your talents and potential develop, build the foundations of a successful and exciting career at London Business School. Find out more about the application process and financing your degree.

**Take the next step**

Apply now and start the journey, www.london.edu/mim, www.london.edu/globalmim

**Financing a Masters in Management**

Pursuing your postgraduate studies is a big financial commitment and many funding sources have strict deadlines, so begin your research early. Living expenses should be budgeted for too, and we can advise on how you can prepare. Accommodation costs in particular can vary. We do not have student accommodation on campus but offer a number of places in student halls around London.

**Awards and bursaries**

We offer a number of scholarship awards to help offset fees for candidates. Awards are made at the discretion of the Scholarship Committee and we offer scholarships both to support star students with strong academic and extracurricular achievements, and to those with financial need. In addition to merit awards and bursaries there are also awards for women, UK residents, and Global MM students.

**Programme summary**

**September**

- start date (Masters in Management and Global Masters in Management)
- 12 duration in months (Masters in Management)
- 24 duration in months (Global Masters in Management)

**Full-time format**

- 12 months average work experience
- 688 average GMAT (range 600 – 800)
- 163 average GRE quants
- 157 average GRE verbal

Natasha Jain (Indian) 
Dip. Economics, Econometrics, Corporate Finance and Management, University of London, External Programme (India) MM2010, Manager, KPMG

I chose this programme because I knew it would expand my exposure to global business. Being part of such an international network at the age of 22 appealed greatly. When interviewing for my current job, I reached out to the School’s community to help me prepare for the modelling-based first-round interview, and was lucky enough to be coached through the process by a student who had recently been recruited into the same company.

With the job market so competitive, the support from the Career Centre was invaluable. I improved my CV writing and networking techniques by attending on-campus recruiter events, and took sessions in technical areas I needed to improve in, such as Excel. These skills serve me daily in my current role and I have been promoted twice in two years. The Leadership class taught me a lot about teamwork, really preparing me for my work environment.

My experience on this programme was unparalleled in terms of expanding my skill set and contact list.”

**Contact us by telephone or email**

- Telephone: +86 (021) 7000 7503
- Email: gmim@fudan.edu.cn
- Website: www.fdsm.fudan.edu

**Applicant information**

- **Start date:** September
- **Duration:** 12 months for Masters in Management and 24 months for Global Masters in Management
- **Format:** Full-time
- **Average GMAT:** 688 (range 600 – 800)
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**Programme requirements for the Masters in Management**

- **Completed application**
- **Essay questions**
- **CV**
- **Proof of undergraduate degree in any subject, equivalent to a UK 2:1 and above**
- **Your GMAT/GRE score (range 600-800)**
- **Proof of proficiency in English. We accept IELTS, TOEFL, Cambridge CPE, CAE or PTE if you have not been taught in English**
- **Two references (academic or professional).**

**Start your application:** www.london.edu/mim

If you are a Chinese national, please contact Fudan School of Management.

**Donor-funded scholarships**

The Santander Scholarships are awarded to candidates who are ideally residents of countries within the Santander Universities scheme: Argentina, Belgium, Brazil, Chile, China, Colombia, Germany, Ghana, Mexico, Peru, Poland, Portugal, Puerto Rico, Russia, Singapore, South Korea, Spain, United Arab Emirates, Uruguay, UK and USA, and Venezuela.

www.london.edu/programmes/msc/feesandfinancing
Our programmes

London Business School can boost your capabilities and potential at every stage of your career.

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For more information on our programmes and advice on the best solution for your professional development, visit www.london.edu/programmes or contact:

Masters Programmes
Telephone: +44 (0)20 7000 7500
Email: masters@london.edu

Executive Education
Telephone: +44 (0)20 7000 7390
Email: execinfo@london.edu

PhD Programme
Telephone: +44 (0)20 7000 8969
Email: phd@london.edu

Note: All admissions decisions are taken in accordance with best equal opportunities practice.