

LONDON MASTERS PROGRAMMES 2021/2022

INVESTMENT MANAGEMENT & CAPITAL MARKETS

CORPORATE FINANCE & PRIVATE EQUITY

BRAND STRATEGY & LUXURY INNOVATION

DIGITAL MARKETING & INNOVATION MANAGEMENT

BUSINESS INNOVATION & DIGITAL MARKETING

INVESTMENT MANAGEMENT & CAPITAL MARKETS

7 SEPTEMBER TO 17 DECEMBER 2021

Our Master in Investment Management & Capital Markets is focused on the perspectives of shareholders, investors and institutional asset managers, also known as the “buy side” ecosystem in investment banking/asset management. This stream includes 8 core courses covering Investment Management and Hedge Funds. Trends, mainstream & alternative investment markets, the use of derivative, Equity Risk & Return.

OVERVIEW OF THE FINANCIAL MARKETS ECOSYSTEM

- *Digitalisation in Banking*
- *China's Financial and Monetary System*
- *Innovative Finance*
- *International Finance: Fundamentals*
- *Finance: Management & Leadership*
- *Finance: Career Strategies*
- *Financial Markets: Theories & History*
- *Introduction to the Trading Floor*
- *Sustainable & Ethical Investing*
- *Regulation, Compliance & Risk*
- *Forecasting / Charting*

MAINSTREAM & ALTERNATIVE INVESTMENT MARKETS

- *Investment Management: Risk & Return*
- *Equity & Debt Capital Markets*
- *Perspectives from the Trading Floor*
- *Research & Asset Management*

HEDGE FUNDS & THE USE OF DERIVATES

- *Futures, Forwards & Options Markets*
- *Application of Derivatives in Investment Management*
- *Trading Analysis & Strategy*
- *Hedge Funds*

EQUITY RISK & RETURN

- *Excel / VBA*
- *Equity Analysis & Valuation*

WORKSHOPS

- *Fund Management*
- *Forecasting Methodologies*
- *Trading Floor Simulation*
- *Finance Management & Emotional Intelligence*
- *Business English*

CORPORATE FINANCE & PRIVATE EQUITY

7 SEPTEMBER TO 17 DECEMBER 2021

This stream includes 8 core courses covering Corporate Finance and Private Equity related topics from the perspective of the owners and senior management within corporate entities and their relationships with investment and commercial banks, also known as the “sell side” ecosystem in investment banking. Students will also master the full spectrum of traditional, alternative and innovative investment strategies in Private Equity & Entrepreneurial Finance.

OVERVIEW OF THE FINANCIAL MARKETS ECOSYSTEM

- *Digitalisation in Banking*
- *China’s Financial and Monetary System*
- *Innovative Finance*
- *International Finance: Fundamentals*
- *Finance: Management & Leadership*
- *Finance: Career Strategies*
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- *Forecasting / Charting*

RISK MANAGEMENT & STRUCTURING

- *Investment & Risk Methods*
- *Excel / VBA*
- *Bank Management: Commercial & Other Banks*

VALUATION & STRUCTURING

- *Advanced Corporate Finance & Valuation*
- *Mergers & Acquisitions*
- *Corporate Restructuring*

PRIVATE EQUITY & ENTREPRENEURIAL FINANCE

- *Private Equity & LBOs*
- *Real Estate & Project Finance*
- *Early Stage Financing & Venture Capital*

WORKSHOPS

- *Forecasting Methodologies*
- *Fund Management*
- *Trading Floor Simulation*
- *Finance Management & Emotional Intelligence*
- *Business English*

BRAND STRATEGY & LUXURY INNOVATION

2 SEPTEMBER TO 17 DECEMBER 2021

This programme is designed for future account executives, account planners and product managers who wish to benefit from international business perspectives. The course includes several agency visits and one competition where luxury and brand management strategies, strategic thinking, creativity and digital skills are showcased. Students will learn media planning and the execution of campaigns. They will receive both the necessary theoretical background knowledge as well as practical insights into the design, production, and placement of advertising campaigns. There will be a special focus on the UK advertising industry and how it relates to and influences European advertising.

THE UK ADVERTISING SCENE

- *Media Trends and British Brands*
- *UK Advertising Restrictions: Children, Gambling, Alcohol, Tobacco*
- *Marketing Effectiveness*
- *Comms Planning*

COMMUNICATION & LONDON BUSINESS

- *Public Speaking*
- *Advanced Integrated English*
- *International Media Review*
- *Leadership Management*
- *Fundamentals of Business*

BRAND STRATEGY & LUXURY INNOVATION

- *Brand Strategy*
- *Building Your Brand*
- *Behavioural Economics*
- *The Luxury Experience*
- *Trendspotting*
- *Understanding Middle Eastern/Chinese Customers for the Luxury Market*
- *Luxury Strategy: Sales and Marketing*

BRIEFS & CREATIVITY

- *One-Day Pitch Workshop*
- *Creative Thinking, Creative Doing*
- *Competition*

MASTERCLASSES & AGENCY VISITS/EXPERTS

- *Design, Branding and Visual Excellence*
- *From Creative to Strategy*
- *Contemporary Art: the Ultimate Luxury*
- *UK Job Search*
- *How to Better Understand Muslims and Develop Campaign for Them*
- *APG Creative Strategy Awards*
- *Building Customer Experience for UK and Global Brands*

DIGITAL MARKETING & INNOVATION MANAGEMENT

2 SEPTEMBER TO 17 DECEMBER 2021

A Master programme in digital media, this programme instructs students in the techniques of digital and social media marketing. Students will acquire sound knowledge of the conception, production and delivery processes that go with creating an advertising campaign, learn how to work creatively as a team and pitch to clients by acting out briefs and pitch scenarios. Graduates will acquire skills in implementation and management of complex digital strategies, showcasing websites and mobile sites, applications and social networks. This programme aims to fast track your digital marketing career in a digital capital.

THE UK ADVERTISING SCENE

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- *Comms Planning*

COMMUNICATION & LONDON BUSINESS

- *Public Speaking*
- *Advanced Integrated English*
- *International Media Review*
- *Leadership Management*
- *Fundamentals of Business*

DIGITAL MARKETING & INNOVATION MANAGEMENT

- *Digital Strategy*
- *Digital Advertising: Paid Media*
- *Social Media and Influencer Marketing*
- *Data and Analytics*
- *Tech City 4.0: VR and Immersive*
- *Introduction to Coding and Web Development*

BRIEFS & CREATIVITY

- *One-Day Pitch Workshop*
- *Creative Thinking, Creative Doing*
- *Competition*

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BUSINESS INNOVATION & DIGITAL MARKETING

2 SEPTEMBER TO 17 DECEMBER 2021

OR

10 JANUARY TO 22 APRIL 2022

A Master programme designed for student entrepreneurs and trailblazers seeking to create and gather people around an entrepreneurial project. From hard skills such as Strategy, Business Planning and Finance, to essential soft skills, Pitching, Innovation Management and Design Thinking this programme is designed to empower students to build a business from the ground up, and gain clear understanding of what it takes to launch a start-up. Multiple experts and knowledgeable guests will be on hand to introduce students to the London start-up ecosystem. You will also explore AI and meet start-ups at all stages of development.

UK CORE COURSES

- *Advanced Integrated English*
- *English: Management Simulation*
- *Public Speaking*

ENTREPRENEURSHIP

- *Start-up Project: Research and Strategy*
- *Start-up Project: Business Planning and Pitching*
- *Tech City 4.0: VR and Immersive Technology*
- *Social Entrepreneurship*
- *Introduction to Coding and Web Design*

ENTREPRENEURIAL FINANCE

- *Innovative Finance*
- *London FinTech Ecosystem and Venture Capital*
- *Intellectual Property*
- *Blockchain: Business Applications*
- *Artificial Intelligence and Blockchain*

INNOVATION MANAGEMENT

- *Digital Strategy*
- *Corporate Social Responsibility and Innovation*
- *Leadership Management*
- *Negotiation Skills and Management Tools*
- *Future Focus and Business Innovation*
- *Artificial Intelligence and Ethics*
- *Luxury and Innovation*

MASTERCLASSES

- *A.I. Applications in Business*
- *Data and Analytics*
- *Influencer Marketing*
- *Customer Experience*