

Global Management Development Series



The knowledge economy demands current knowledge.
 Are your staff keeping abreast of new developments?

In the fast-paced, ever-changing global knowledge economy, it pays to stay ahead. Remaining competitive becomes key to both individuals as well as corporations.

Quality online education has gained traction in corporations and among professionals as a cost-effective and flexible way to acquire new skills for the knowledge economy. There is an ever-present need to find the right educational partner to achieve corporate objectives and individual aspirations.

U21Global is that partner.



13 management areas of study

With 78 modules to choose from, such focused enrichment not only brings invaluable knowledge and empowerment to the individual, but also gives recognition and reward to those who have the drive to learn for success.

Marketing

- MKT01 Fundamentals of Marketing
- MKT02 Know Your Markets: Optimise Your Market Potential
- MKT03 Integrated Marketing Communications
- MKT04 Strategic Marketing
- MKT05 Strategic Market Analysis
- MKT06 Market Segmentation and Positioning
- MKT07 Make Your Brand Work Harder

Strategic Management

- SMT01 Strategic Thinking
- SMT02 Analyse to Win: Create Your Competitive Advantage
- SMT03 Strategic Management (Business-Level Strategies)
- SMT04 Strategic Management (Corporate-Level Strategies)
- SMT05 Change Management: Mergers and Acquisitions
- SMT06 Managing a Global Organisation
- SMT07 Corporate Governance

Services Management

- SVM01 Services Management
- SVM02 Services Marketing
- SVM03 Services Operations
- SVM04 Talent and Retention Management
- SVM05 Services Productivity and Competitive Advantage

Corporate Social Responsibility

- CSR01 Understanding CSR
- CSR02 Use CSR to Compete
- CSR03 Transformation of CSR
- CSR04 CSR: Change and Leadership

Organisational Behaviour and Human Resource Management

- HRM01 Problem Solving
- HRM02 Managing Groups: The Process
- HRM03 Managing Change
- HRM04 HRM Fundamentals
- HRM05 HR & Organisational Performance
- HRM06 Managing People
- HRM07 International HRM Practices

Knowledge Management

- KMT01 Understanding Organisational Knowledge (Level 1)
- KMT02 Understanding Organisational Knowledge (Level 2)
- KMT03 Managing Organisational Knowledge
- KMT04 Influences on Knowledge Management
- KMT05 Strategise Knowledge

Information Systems for Business

- ISB01 Enterprise IT Systems
- ISB02 Virtual Organisations
- ISB03 Introduction to Strategic IT Planning
- ISB04 Building Information Systems

Entrepreneurship

- EPS01 Developing a Business Plan
- EPS02 Creative Pricing Strategies

Global Business and Market Choice

- GMC01 Global Market Choices
- GMC02 Making a Foreign Business Investment
- GMC03 Global Business Entry Modes
- GMC04 Global Strategy and Local Markets
- GMC05 Effective Subsidiaries Operations
- GMC06 Ethics in International Business

Economics of Management

- EMT01 Creating an Economic Value
- EMT02 Fundamentals of Economics
- EMT03 Economic Pricing
- EMT04 Game Theory and its Applications
- EMT05 Macroeconomics and Policies
- EMT06 Economic Development in Asia
- EMT07 International Trade and Investment
- EMT08 International Business Expansion
- EMT09 Statistics: Back to Basics
- EMT10 Regression Analysis

Accounting and Finance

- ACC01 Cost Management (Level 1)
- FNC01 Valuation (Level 1)
- ACC02 Understanding Financial Statements
- FNC02 Forex Overview
- ACC03 Cost Management (Level 2)
- ACC04 Cost Based Decision Making
- ACC05 Budgetary Control
- ACC06 Transfer Pricing and Financial Performance
- ACC07 Financial Performance Management
- ACC08 Performance Management through Balanced Score Card
- FNC03 Fundamentals of Options and Futures
- FNC04 Valuation (Level 2)
- FNC05 Bring Your Company to Public Listing
- FNC06 International Financial Management
- FNC07 Forex Risk Management

eBusiness

- EBS01 eMarketing: Strategies for Success
- EBS02 Leading Your Organisation in the New Economy

Operations Management and Logistics

- OML01 Quality Beyond ISO Certification
- OML02 Introduction to Supply Chain Management (SCM)
- OML03 Introduction to Logistics Management
- OML04 Introduction to Enterprise Resource Planning (ERP)

Every company has its own unique management development needs. U21Global is ready to work with you to achieve your corporate learning objectives. To find out more, contact us at +65 6410 1399, email corpeducation@u21global.edu.sg, visit www.u21global.edu.sg/gmds or speak with one of our consultants.

PARTNER UNIVERSITIES

University of Birmingham



University of Melbourne



University of Nottingham



University of Virginia



U21Global understands your needs

As the premier global business school providing online postgraduate management programmes, U21Global has a strong team of international faculty to address every level of your corporate education needs. In close collaboration and partnership with four prestigious university – the University of Birmingham, the University of Melbourne, the University of Nottingham and the University of Virginia, U21Global is the trusted choice for companies including Citibank, Emirates NBD, IBM, Jollibee Food Corporation and Mahindra Satyam.

We have developed media-rich content that enables students to be fully immersed in a virtual classroom environment. Studies have shown that this environment, when carefully designed, exceeds the benefits of a traditional face-to-face classroom in terms of quality interaction, meaningful discussions as well as the ability to work with participants across cultures and geographic boundaries.

Online study with a difference

You may think studying or learning online is a lonely experience with no interaction between students and with the professor. That may be true of other online programmes. With U21Global's vast array of online communication tools, progress is constantly monitored and students mentored by our experts to maximise the effectiveness of online learning.

Facilitation for optimal learning ROI

With our professors facilitating and mentoring the class, your staff will join their peers in highly interactive discussions through online chats and message boards. Information is shared seamlessly and most importantly, every participant is given an "equal voice" to express his or her views without being crowded out in a traditional classroom.

Flexibility

Executives today are hard pressed for time, and their work may not give them opportunities to engage in a campus-based course. Business travel makes this situation worse. With our programmes, your staff can enjoy the flexibility to study anytime, anywhere. They can also make full use of their "downtime", for example, while waiting at an airport transit lounge. By having full control over their time, students manage their studies around their busy schedules and not the other way around.

Cross-cultural networking experience

In fact, the experience is so interactive that every one of our students has expanded his or her social and business network to include people from different cultures, races and nationalities. In today's business environment where the development of global management capabilities is critical, this is a definite plus.

Global by design

In addition to the cross-cultural networking experience, your staff will also enjoy the global content, real-life examples and case studies in the programme facilitated by global faculty. They will be immersed in a truly global learning environment where they can experience and learn from the full diversity of business practices, international issues and cultures.



Modular study with unlimited possibilities

Give your valued employees the tools to take charge of any new roles that they are likely to face in the future. With 13 areas of study to choose from, they will be fully equipped to face new roles and challenges.

Broad management understanding or focused discipline study

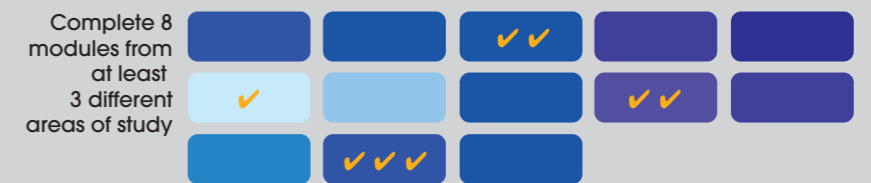
By modules

Your staff can take a specific module or a combination of modules to fill their specific development gaps. They can "mix and match" according to their needs. Such flexibility enables them to learn what they need, to maximise their management potential and career aspirations.

By certificates

Your staff can also choose to study for a professional certificate in specific disciplines. For example, Certificate in Management will be awarded to participants who complete eight modules from at least three different areas of study. Other specialised certificates are available for participants who complete six specified modules.

Certificate in Management



Specialised Certificates



List of Specialised Certificates:

- Certificate in Cost Management
- Certificate in Economics of Management
- Certificate in Financial Management
- Certificate in Human Resource Management
- Certificate in International Business Management
- Certificate in Marketing
- Certificate in Strategic Management