

Diploma for Graduates in Management

Diploma from the London School of Economics and Political Sciences,

University of London



Outcomes

- Develop your career by gaining an internationally recognised qualification
- Benefit from the programmes developed by the London School of Economics and Political Science
- Develop the capacity of using fundamental and powerful analytical tools in the field of Management



Academic Teaching Structure

- 5 face to face intense (7 days) learning sessions taking place in English and in several European capitals: London, Paris, Madrid and Frankfurt.
- A significant and effective tuition via an interactive e-forum, between the face to face sessions.



Content: 4 units

1	Introduction to business and management
This unit has three main aims: <ul style="list-style-type: none">- to provide a comprehensive introduction to the key elements of the business organisation, and to competitive theories and models of the firm and its environment, and to provide a critical perspective on the main functional areas of management,- to build a foundation of knowledge on the different approaches to management and decision making,- to develop analytical skills to identify the links between the functional areas in management, organisations, management practices and the business environment.	
2	Corporate finance
This unit provides a framework used to address issues in project appraisal and financing, the pricing of risk, securities valuation, market efficiency, capital structure and mergers and acquisitions. It provides with the tools required for financial intermediation and investments.	
3	Strategy
The aims of this unit are: <ul style="list-style-type: none">- to enable the trainee to use the analytical tools of game theory and industrial economics in order to manage key strategic problems in corporate decision making,- to anticipate the actions of a individually profit-maximising rival and act accordingly,- to use tools of strategic analysis to value and analyse strategic options in real life.	
4	Principles of marketing
At the end of this unit, trainees will be expected to : <ul style="list-style-type: none">- understand the behaviour of consumers from both an economic and psychological perspective,- understand the function and effect of advertising/promotion from both an organisational and market-wide perspective,- understand the pricing behaviour of firms in an uncertain environment where information may be limited or wrong,- develop an ability to analyse the marketing behaviour of firms and consumers and make predictions regarding such events as the success or failure of a new product or advertising campaign.	

Entrance Requirements

To be eligible to register for this Diploma, you must meet the following 3 requirements:

- hold a full first degree (in any subject) from a university or other institution acceptable to the University of London,
- and demonstrate that you have reached a level of competence in Mathematics at least equivalent to a pass at GCSE/GCE 'O' level in a Mathematical subject at Grade C or above (such as Baccalauréat in France),
- and provide proof of competence in English which is acceptable to the University (such as : TOEFL [580 or +] + TWE [4.5 or +]).

Duration and fees

- Duration:** from June 2010 to April 2011
- Deadlines:** Applications must be received no later than April 12th 2010.
- Fees:** 18 000 €^{HT} for the diploma
8 300 €^{HT} for any single unit