



ROBERT KENNEDY COLLEGE



University of  
**CUMBRIA**

**RANKED #8 in the WORLD**  
for Quality Education by  
The Times Higher Education in 2020

**100% ONLINE**

**MBA, MSc and LLM**

Offered by the Robert Kennedy College, Zürich  
in exclusive partnership with University of Cumbria

**WORLDWIDE RECOGNISED DEGREE**  
**SWISS QUALITY EDUCATION**

# **Our Programmes**

- **100% Online Master of Business Administration**
- **100% Online MBA Leadership and Sustainability**
- **100% Online MBA International Business**
- **100% Online MBA Energy and Sustainability**
- **100% Online MBA Media Leadership**
- **100% Online MBA Finance and Sustainability**

- **100% Online MBA International Healthcare Management**
- **100% Online MBA Public Health Management**
- **100% Online MBA Educational Leadership**
- **100% Online MBA Global Hospitality Management**
- **100% Online MBA Risk Management**
- **100% Online MBA Artificial Intelligence**
- **100% Online MBA Digital Marketing**
- **100% Online MBA Information Technology**

- **100% Online Executive MBA**
- **100% Online MBA International Relations and Diplomacy**
- **100% Online MBA Public Administration**
- **100% Online MSc Computer Science and International Business**
- **100% Online MSc Data Analytics**
- **100% LLM International Business Law**
- **100% Online LLM Corporate Governance**

## Duration

Minimum 12 months

Maximum 5 years

## Delivery Method

100% online via OnlineCampus (an interactive online learning environment) with intensive class discussion and collaboration.

## Terms

We offer rolling admissions throughout the year. Register at any time and begin your learning journey immediately.

## Tuition Fees

Start your British Master's Degree journey with just 525 CHF (Swiss Francs) per month, an amount equivalent to approximately US\$ 585, € 541. This rate, structured over an 24-month period, amounts to a total tuition of 12,600 CHF (Swiss Francs).

This **all-inclusive** tuition covers a wide array of university costs such as matriculation fees, online campus access, library use, and graduation charges, offering convenience with interest-free installments.

For those who can make an upfront payment of the entire tuition or a significant part of it (2,000 CHF or more), we offer the option of a fee reduction.

# Accreditation and Worldwide Recognition

The University of Cumbria MBA programmes, offered online in exclusive partnership with Robert Kennedy College, are recognised worldwide. Once you complete your studies at Robert Kennedy College, you will receive a degree from the University of Cumbria.

The University of Cumbria received the University title, and degree awarding powers, from Her Majesty's Most Honourable Privy Council. It is fully recognised by the British Government and duly listed on the United Kingdom's Department for Education list of recognised UK awarding institutions.

# 100% Online Master of Business Administration

## Stage 1

120 credits - Six taught modules

### Core

- Organisational Behaviour
- Marketing Management
- Financial Management
- Tackling Global-Local Challenges in Ethics, Responsibility and Sustainability



# Elective

*Choose one of the following modules:*

- Information Management
- Corporate Strategy and Competitiveness  
*(Based on material developed by the Institute for Strategy and Competitiveness at Harvard Business School, including a residency in Zürich, Switzerland)*

# Final Capstone

Strategic Management

## Stage 2

60 credits - Individual dissertation

Click here to see  
**Master of Business Administration  
full course description**

<https://rkc.edu/cumbria-online-mba>



# 100% Online MBA Leadership and Sustainability

## Stage 1

120 credits - Six taught modules

### Core

- Organisational Behaviour
- Marketing Management
- Financial Management
- Tackling Global-Local Challenges in Ethics, Responsibility and Sustainability
- Leadership and Sustainability

# Elective

*Choose one of the following modules:*

- Information Management
- Money Management
- Corporate Strategy and Competitiveness  
*(Based on material developed by the Institute for Strategy and Competitiveness at Harvard Business School, and includes a mandatory residency in Zürich, Switzerland. This second residency is only required for those students who choose this module as an elective.)*

## Stage 2

60 credits - Individual dissertation

Click here to see  
MBA Leadership and Sustainability  
full course description

<https://rkc.edu/online-mba-leadership>



# 100% Online MBA International Business

## Stage 1

120 credits - Six taught modules

### Core

- Organisational Behaviour
- Financial Management
- International Marketing and Business Environment
- Tackling Global-Local Challenges in Ethics, Responsibility and Sustainability

# Elective

*Choose one of the following modules:*

- Information Management
- Corporate Strategy and Competitiveness  
*(Based on material developed by the Institute for Strategy and Competitiveness at Harvard Business School, including a residency in Zürich, Switzerland)*

# Final Capstone

Strategic Management

## Stage 2

60 credits - Individual dissertation

Click here to see  
**MBA International Business**  
full course description

<https://rkc.edu/online-mba-international-business>





# 100% Online MBA Energy and Sustainability

## Stage 1

120 credits - Six taught modules

### Core

- Organisational Behaviour
- Energy and Sustainability
- Marketing Management
- Tackling Global-Local Challenges in Ethics, Responsibility and Sustainability

# Elective

*Choose one of the following modules:*

- Financial Management
- Information Management
- Corporate Strategy and Competitiveness  
*(Based on material developed by the Institute for Strategy and Competitiveness at Harvard Business School, and includes a mandatory residency in Zürich, Switzerland. This second residency is only required for those students who choose this module as an elective.)*

## Final Capstone

Strategic Management

## Stage 2

60 credits - Individual dissertation

Click here to see  
MBA Energy and Sustainability  
full course description

<https://rkc.edu/online-mba-energy>



# 100% Online MBA Media Leadership

## Stage 1

120 credits - Six taught modules

### Core

- Organisational Behaviour
- Marketing Management
- Media, Business and Society
- Tackling Global-Local Challenges in Ethics, Responsibility and Sustainability

# Elective

*Choose one of the following modules:*

- Financial Management
- Information Management
- Corporate Strategy and Competitiveness  
*(Based on material developed by the Institute for Strategy and Competitiveness at Harvard Business School, and includes a mandatory residency in Zürich, Switzerland. This second residency is only required for those students who choose this module as an elective.)*

## Final Capstone

Strategic Management

## Stage 2

60 credits - Individual dissertation

Click here to see  
MBA Media Leadership  
full course description

<https://rkc.edu/online-mba-media>



# 100% Online MBA Finance and Sustainability

## Stage 1

120 credits - Six taught modules

### Core

- Organisational Behaviour
- Sustainable Finance
- Marketing Management
- Tackling Global-Local Challenges in Ethics, Responsibility and Sustainability

# Elective

*Choose one of the following modules:*

- Financial Management
- Information Management
- Money Management
- Corporate Strategy and Competitiveness  
*(Based on material developed by the Institute for Strategy and Competitiveness at Harvard Business School, and includes a mandatory residency in Zürich, Switzerland. This second residency is only required for those students who choose this module as an elective.)*

## Final Capstone

Strategic Management

## Stage 2

60 credits - Individual dissertation



Click here to see  
**MBA Finance and Sustainability**  
full course description

<https://rkc.edu/online-mba-finance>



# 100% Online MBA International Healthcare Management

## Stage 1

120 credits - Six taught modules

### Core

- Organisational Behaviour
- Financial Management
- International Healthcare
- Tackling Global-Local Challenges in Ethics, Responsibility and Sustainability

# Elective

*Choose one of the following modules:*

- Information Management
- Leadership and Sustainability

# Final Capstone

Strategic Management

## Stage 2

60 credits - Individual dissertation

Click here to see  
MBA International Healthcare  
full course description

<https://rkc.edu/online-mba-international-healthcare-management>



# 100% Online MBA Public Health Management

## Stage 1

120 credits - Six taught modules

### Core

- Organisational Behaviour
- Financial Management
- Information Management
- Public Health Management Policy
- Tackling Global-Local Challenges in Ethics, Responsibility and Sustainability

# Final Capstone

Strategic Management

## Stage 2

60 credits - Individual dissertation

Click here to see  
MBA Public Health Management  
full course description

<https://rkc.edu/online-mba-public-health-management>



# 100% Online MBA Educational Leadership

## Stage 1

120 credits - Six taught modules

### Core

- Organisational Behaviour
- Marketing Management
- Models and Theories of Educational Leadership
- Tackling Global-Local Challenges in Ethics, Responsibility and Sustainability



# Elective

*Choose one of the following modules:*

- Financial Management
- Money Management

# Final Capstone

Strategic Management

## Stage 2

60 credits - Individual dissertation

Click here to see  
MBA Educational Leadership  
full course description

<https://rkc.edu/online-mba-educational-leadership>



# 100% Online MBA Global Hospitality Management

## Stage 1

120 credits - Six taught modules

### Core

- Organisational Behaviour
- Marketing Management
- Global Hospitality Management
- Enterprise Ethics and Sustainability

# Electives

*Choose one of the following modules:*

- Financial Management
- Money Management

# Final Capstone

Strategic Management

## Stage 2

60 credits - Individual dissertation

Click here to see  
MBA Global Hospitality Management  
full course description

<https://rkc.edu/online-mba-global-hospitality-management>



# 100% Online MBA Risk Management

## Stage 1

120 credits - Six taught modules

### Core

- Organisational Behaviour
- Marketing Management
- Essentials of Risk Management
- Tackling Global-Local Challenges in Ethics, Responsibility and Sustainability

# Elective

*Choose one of the following modules:*

- Financial Management
- Money Management

# Final Capstone

Strategic Management

## Stage 2

60 credits - Individual dissertation

Click here to see  
MBA Risk Management  
full course description

<https://rkc.edu/online-mba-risk-management>





# 100% Online MBA Artificial Intelligence

## Stage 1

120 credits - Six taught modules

### Core

- Organisational Behaviour
- Marketing Management
- Digital Marketing
- Artificial Intelligence

# Elective

*Choose one of the following modules:*

- Corporate Strategy and Competitiveness  
(Residential - in Zurich, Switzerland)
- Data analytics

# Final Capstone

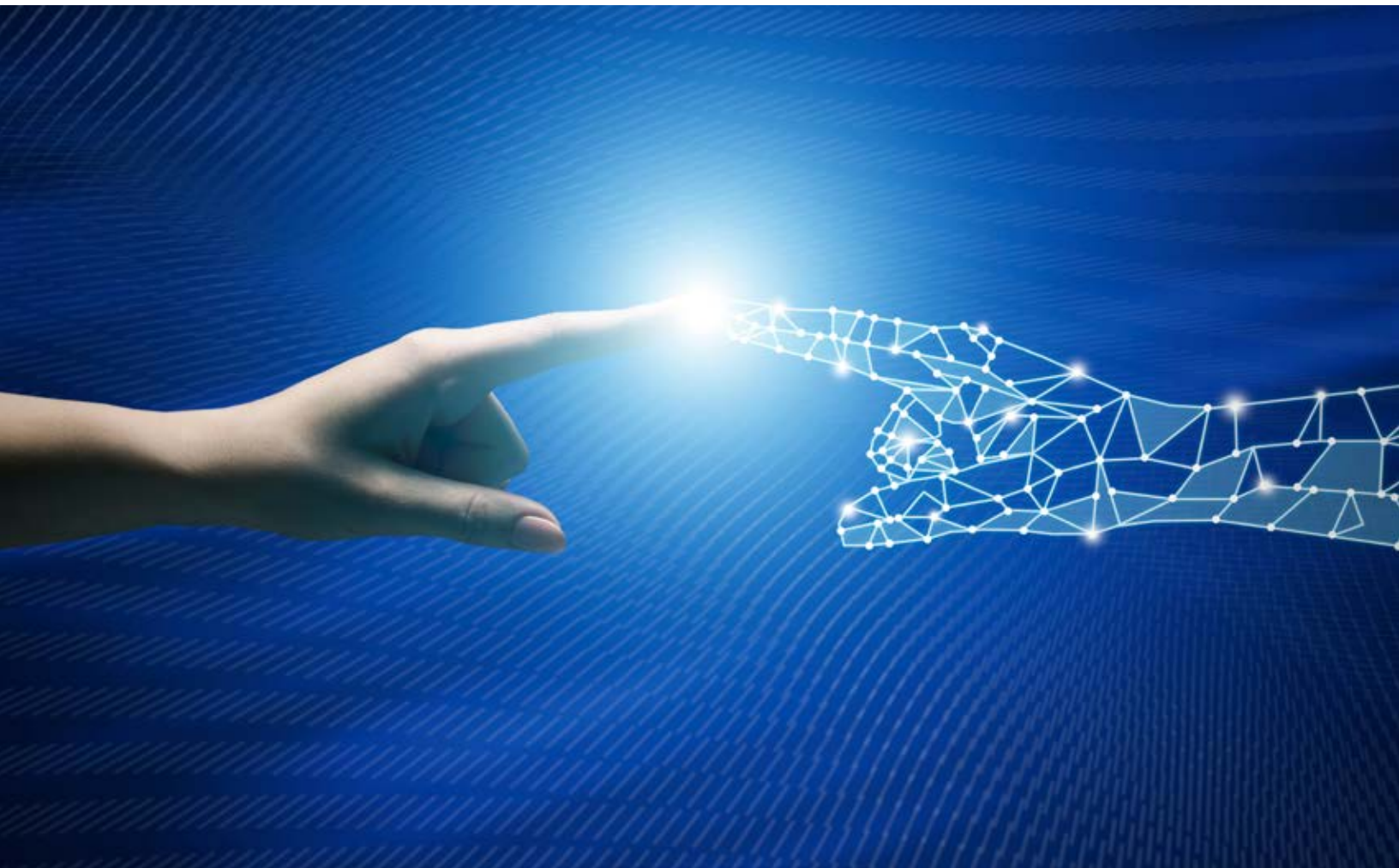
Strategic Management

## Stage 2

60 credits - Individual dissertation

Click here to see  
MBA Artificial Intelligence  
full course description

<https://rkc.edu/online-mba-artificial-intelligence>



# 100% Online MBA Digital Marketing

## Stage 1

120 credits - Six taught modules

### **Compulsory**

- Organisational Behaviour
- Information Management
- Digital Marketing
- Data analytics

# Elective

*Choose one of the following modules:*

- Corporate Strategy and Competitiveness  
(Residential - in Zurich, Switzerland)
- Leadership and Sustainability

# Final Capstone

Strategic Management

## Stage 2

60 credits - Individual Dissertation



# 100% Online MBA Information Technology

## Stage 1

120 credits - Six taught modules

### Compulsory

- Organisational Behaviour
- Information Management
- Digital Marketing
- Internet of Things

# Elective

*Choose one of the following modules:*

- Corporate Strategy and Competitiveness  
(Residential - in Zurich, Switzerland)
- Leadership and Sustainability

# Final Capstone

Strategic Management

## Stage 2

60 credits - Individual dissertation



Click here to see  
**MBA Information Technology**  
full course description

<https://rkc.swiss/online-mba-information-technology>



# 100% Online Executive MBA

## Stage 1

120 credits - Six taught modules

### Compulsory

- Organisational Behaviour
- Essentials of Risk Management
- Digital Marketing
- Applied Leadership
- Sustainable Finance
- Strategic Management

## Stage 2

60 credits - Individual business project

# **Business Project**

You will identify an appropriate project, critically selecting and applying an appropriate analytical methodology and (as necessary) data collection method(s) to your chosen topic. You will demonstrate a rigorous understanding of the theory and literature relevant to the issues under investigation, and you will also be able to reflect critically on how the project contributes to the understanding of the major themes of the MBA.

Click here to see  
Executive MBA  
full course description

<https://rkc.edu/executive-mba>



# 100% Online MBA International Relations and Diplomacy

## Stage 1

120 credits - Six taught modules

### Compulsory

- Organisational Behaviour
- Essentials of Risk Management
- Digital Marketing
- International Relations and Diplomacy
- Sustainable Finance
- Strategic Management

# Stage 2

60 credits - Individual dissertation

Click here to see  
MBA International Relations and  
Diplomacy  
full course description

<https://rkc.edu/online-mba-international-relations-and-diplomacy>



# 100% Online MBA Public Administration

## Stage 1

120 credits - Six taught modules

### Compulsory

- Organisational Behaviour
- Data Analytics
- Political Science and Public Policy Analysis
- Enterprise Ethics and Sustainability

# Elective

*Choose one of the following modules:*

- Financial Management
- Corporate Strategy and Competitiveness  
(Based on material developed by the Institute for Strategy and Competitiveness at Harvard Business School, and includes a mandatory residency in Zürich, Switzerland. This second residency is only required for those students who choose this module as an elective.)

# Final Capstone

Strategic Management

## Stage 2

60 credits - Individual dissertation



Click here to see  
**MBA Public Administration**  
full course description

<https://rkc.swiss/online-mba-public-administration>



# 100% Online MSc Computer Science and International Business

## Stage 1

120 credits - Six taught modules

### Compulsory

- Information Management
- Digital Marketing
- Advanced Databases
- Internet of Things
- Leadership and Sustainability

# Electives

*Choose one of the following modules:*

- Corporate Strategy and Competitiveness  
(Residential - in Zurich, Switzerland)
- International Marketing and Business Environment

## Stage 2

60 credits - Individual dissertation

Click here to see  
**MSc Computer Science and International  
Business**  
full course description

<https://rkc.edu/online-msc-computer-science-international-business>



# 100% Online

# MSc Data Analytics

## Stage 1

120 credits - Six taught modules

### Compulsory

- Information Management
- Digital Marketing
- Advanced Databases
- Data analytics
- Artificial Intelligence

# Electives

*Choose one of the following modules:*

- Corporate Strategy and Competitiveness  
(Residential - in Zurich, Switzerland)
- Internet of Things

## Stage 2

60 credits - Individual dissertation

Click here to see  
MSc Data Analytics  
full course description

<https://rkc.edu/online-msc-data-analytics>



# 100% Online LLM International Business Law

## Core

- Advanced Legal Skills
- Transnational Business Law
- Contracts and International Trade Law
- International ADR
- Individual Dissertation



Click here to see  
LLM International Business Law  
full course description

<https://rkc.edu/cumbria-online-llm>



# 100% Online LLM Corporate Governance

## Core

- Advanced Legal Skills
- International Alternative Dispute Resolution
- Transnational Business Law
- Corporate Governance
- Individual Dissertation

Click here to see  
**LLM Corporate Governance**  
full course description

<https://rkc.swiss/online-llm-corporate-governance>



# Admission Requirements

We welcome applications from students who may not meet the formal entry criteria but who have relevant experience or the ability to pursue the course successfully.

The formal entry requirements are:

- An honours degree at 2:2 or above.
- At least 2 years' relevant work experience.
- English language at IELTS 6.5 (minimum of 5.5 in each component).

Applications are considered from candidates who do not meet the formal entry requirements but can provide evidence of equivalence.

Examples of equivalence are:

- A wide range of professional qualifications and/or work experience.
- Working or studying in English or an English-speaking environment.

Applications will be considered from candidates who do not meet the formal entry requirements but who can demonstrate by interview the commitment to complete the programme successfully.





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