





# Welcome

## Professor Nora Colton

Director of the UCL Global  
Business School for Health



“As the world’s first business school dedicated to health, our mission is simple, to cultivate a new generation of healthcare management leaders. Why do we need to do this?

There has never been a more important time for excellent health leadership and management to meet the challenges of healthcare delivery and improved population health on a global scale in the 21st century. Yet, professional education in the healthcare sector is very underdeveloped compared to the need.

We focus on the power of interdisciplinary learning to shape the most effective outcomes, utilising the strengths of London’s leading multidisciplinary university, and partnering with stakeholders across the healthcare landscape. Our unique global community is helping to elevate the global impact of healthcare delivery through strategic leadership, partnerships and innovation.

If you’re working to enhance patient outcomes, promote wellbeing, and drive sustainability, our executive education could be the perfect fit. I hope you join us.”

# A world-leading university behind the business school

## Our story

The UCL Global Business School for Health (UCL GBSH) was established in 2021 in response to an increasingly urgent and worldwide need for improving healthcare management.

UCL GBSH is cultivating a new generation of healthcare management leaders. Our programmes tackle public health engagement and health inequalities locally, nationally and globally. They seek to enhance patient outcomes, promote well-being and drive sustainability, embracing innovation by harnessing technology and digitisation.

## UCL – Disruptive thinking since 1826

Founded in 1826, UCL is London's leading multidisciplinary university, with more than 16,000 staff and 50,000 students from over 150 different countries. UCL has been awarded the University of the Year 2024 by the Times and Sunday Times Good University Guide.

UCL has been ranked 5th in the world for public health research (ShanghaiRanking's Global Ranking of Academic Subjects 2021) and as an established world top 10 university that is a global leader in research and enterprise across medicine, health and education,

UCL is the ideal home for the world's first business school dedicated to health. Recognised for disruptive, critical thinking and widespread influence for the long-term benefit of humanity, UCL is dedicated to practical impact and improving society. Health spans across all of UCL's faculty areas, with half of the university's staff engaged in areas of global health and human wellbeing.

**2nd**  
ranking UK  
university  
for research  
strength

**9th**  
in the world's top  
10 universities  
(QS World University  
Rankings 2025)

More than  
**16,400**  
academic and  
professional  
services staff  
(over 1/3 non-UK)

**840**  
professors



# Our expertise, your choice

## Global health policy and practice

- Changing Health Systems
- Healthcare Power and Politics
- Concepts and Controversies in Global Health
- Research Methods and Evidence for Global Health
- Climate Change and Health

## Healthcare leadership and entrepreneurship

- Strategic Healthcare Leadership
- Leading Innovation and Change in Healthcare
- Organisational Behaviour for an Inclusive and Diverse Workforce
- Coaching Skills for Healthcare Leaders
- Leadership and Management for Global Healthcare
- Commercialisation of Research Ideas
- Approaches to Health Innovation and Needs Assessments
- Leading Change and innovation in Healthcare
- Risk Management in Healthcare

## Healthcare marketing

- Healthcare Marketing Management
- Relationship Marketing and Stakeholder Management
- Patient-Centered Service Design
- Patient-Centered System Design
- Pharmaceutical Marketing
- Marketing of Innovations (e.g., Digital Health, MedTech)

## Healthcare economics

- Accounting and Financial Reporting for Healthcare
- Healthcare Data Analytics
- Economic Evaluation and Health Financing
- Capital and Equity Markets for Healthcare
- Accounting and Reporting
- Value Assessment, Decision Making and Sustainable Healthcare

## Digital informatics

- The Digital Health Landscape
- Digital Health and AI solutions
- Machine Learning in Healthcare
- Principles of Health Data Analytics
- Public Health Data Science
- Informatics for Healthcare Systems
- Digital Health Research Methods and Tools
- Digital Health Transformation

## Management in biotech and pharmaceuticals

- Pharmaceutical and Biotech Policies and Practices
- Pharmacoeconomics
- Pharma Commercialisation and Marketing
- Clinical Trial Designs and Statistical Analysis
- Healthcare Supply Chain Management



# Unravelling health challenges from an industry perspective

## Who is our executive education for?

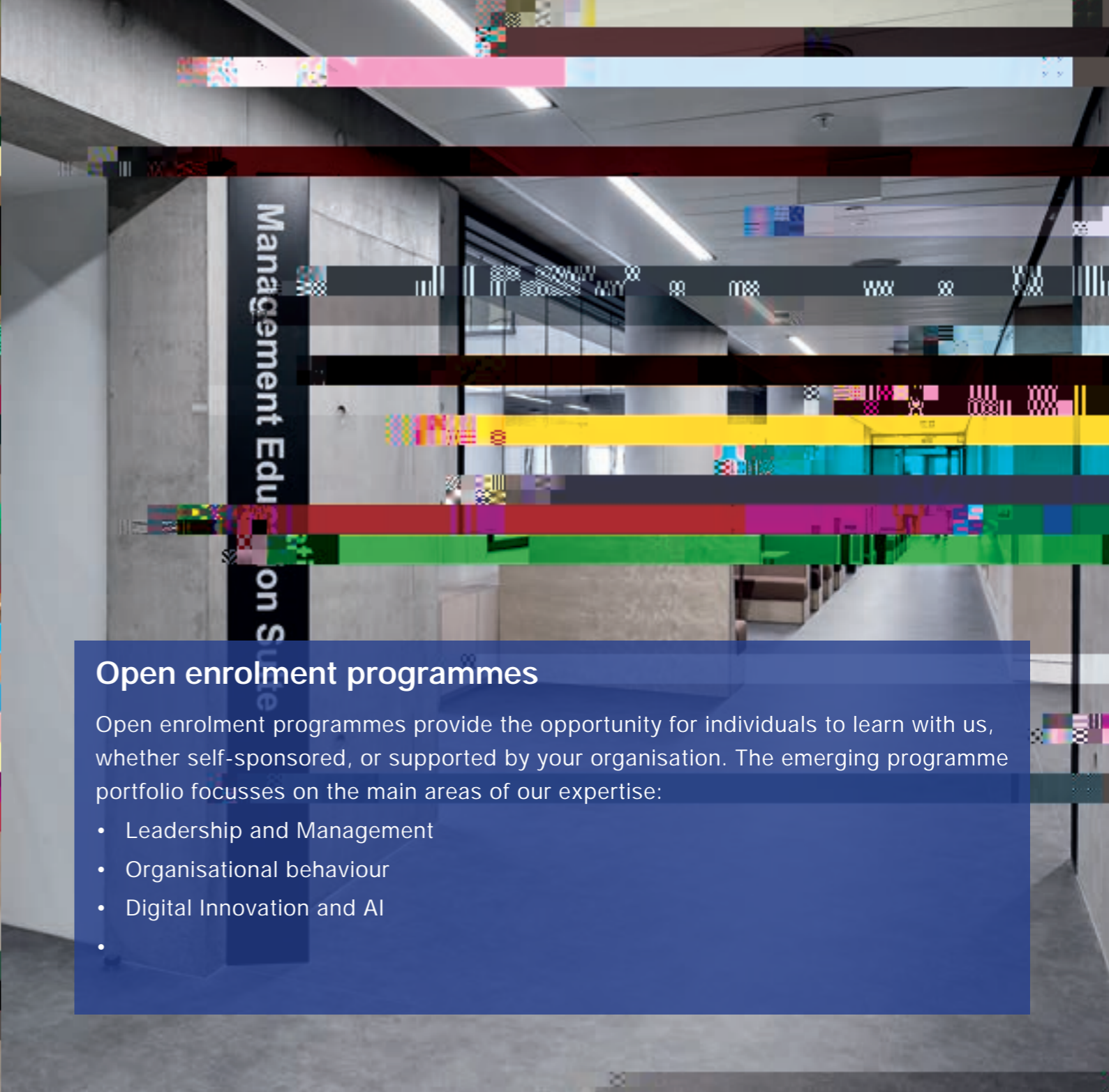
You could be anyone currently working in, or interacting with healthcare and associated industries, or someone entering the health sector. Indicative job roles include:

- Healthcare professionals
- Managers
- Senior executives
- Entrepreneurs
- Board members
- Investors

## Why do people choose our programmes?

- Career development
- Pivoting into the health sector
- Gaining deeper or broadening knowledge
- Building confidence
- Adapting to change
- Enhancing professional networks

We work with organisations to develop bespoke learning aligned to their strategic objectives; whilst also providing carefully designed programmes for the individual learner.



## Open enrolment programmes

Open enrolment programmes provide the opportunity for individuals to learn with us, whether self-sponsored, or supported by your organisation. The emerging programme portfolio focusses on the main areas of our expertise:

- Leadership and Management
- Organisational behaviour
- Digital Innovation and AI
-

# A selection of teaching experts



**Professor Mark Britnell**

Professor (Teaching)

**Dr Preethi John**

Chair of the Board of Examiners,  
Deputy Director MBA Health (Human  
Resource Management and Coaching) and  
Associate Professor (Teaching)



**Professor Kabir Sheikh**

Professor of Global Health Systems and Policy

**Professor Simcha Jong**

Deputy Director of Research,  
Professor and Director, Doctorate in  
Business Administration (DBA) Health



**Dr Marzena Nieroda**

Deputy Director Partnerships and Enterprise,  
Assistant Professor in Marketing and  
Commercialisation in Healthcare

**Dr Radi Haloub**

Deputy Director of Education, Programme  
Lead MSc Biotech and  
Pharmaceutical Management



**Dr Waty Lilaonitkul**

Assistant Professor in  
Digital Health Technologies

**Professor Sotiris Vadoros**

Professor of Health Economics and  
Director of Executive MBA Health



**Dr Rodolfo Catena**

Lecturer in Operations and  
Supply Chain Management

**Dr Yemisi Bolade-Ogunfodun**

Associate Professor (Teaching)  
in Organisational Behaviour



**Professor Shafi Ahmed**

Honorary Professor of Practice

**Professor Julie Davies**

Professor (Teaching)  
and Director MBA Health





## Be at the centre of health innovation in London

We are immersed in our communities of east London and in the MedCity knowledge zone of Bloomsbury which is home to UCL's world renowned research community, The Francis Crick Institute and Wellcome Trust, the world famous hospital sites of Great Ormond Street, Moorfields and The Royal Marsden, private health giants including Cleveland Clinic, NGOs and national charities, royal and learned societies and tech giants such as Google DeepMind.

Our close association with University College London Hospitals NHS Foundation Trust (UCLH), is complemented by our proximity to the headquarters of the British Medical Association (BMA), British Medical Journal (BMJ) and the National Institute for Clinical Excellence (NICE).

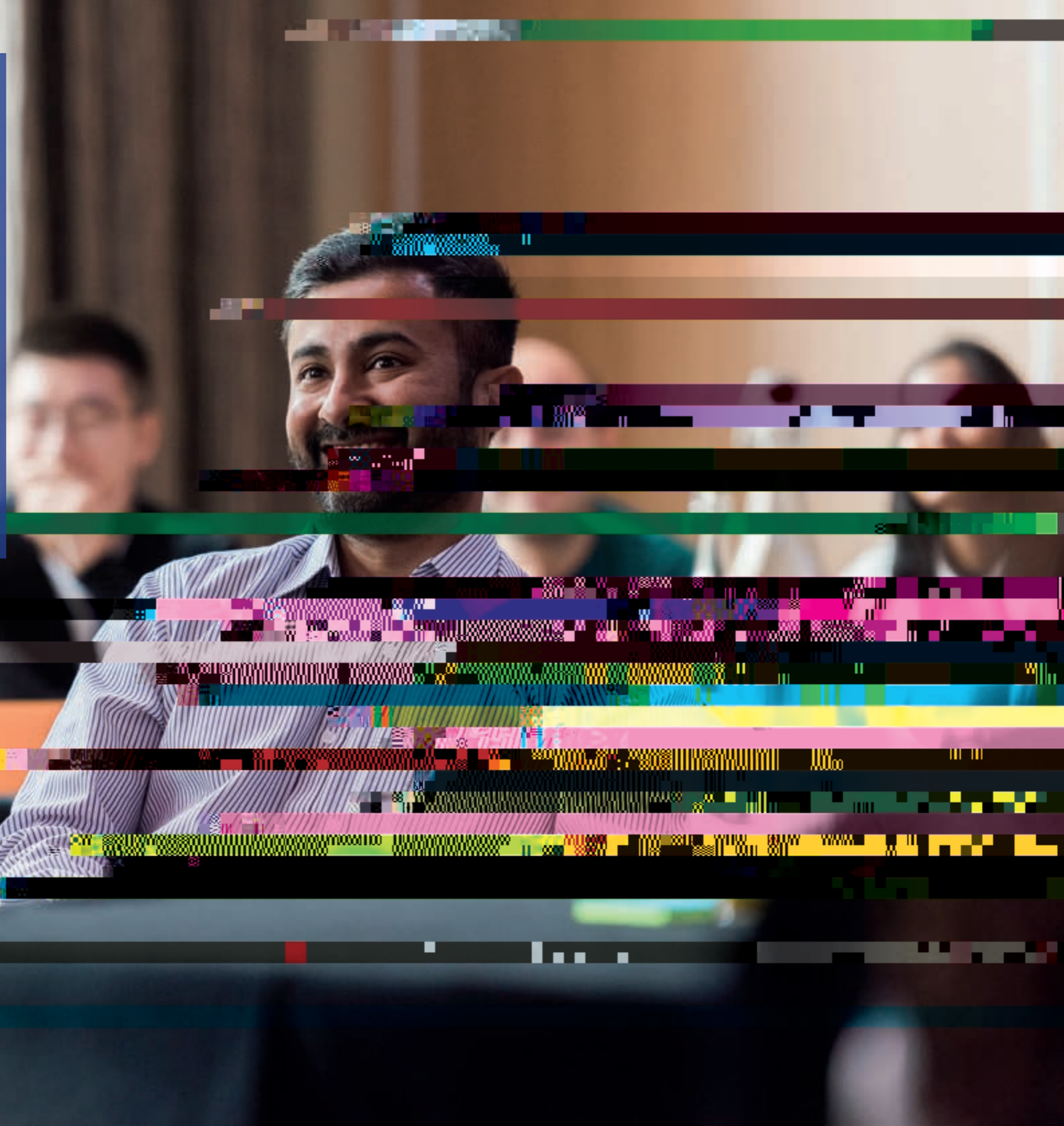


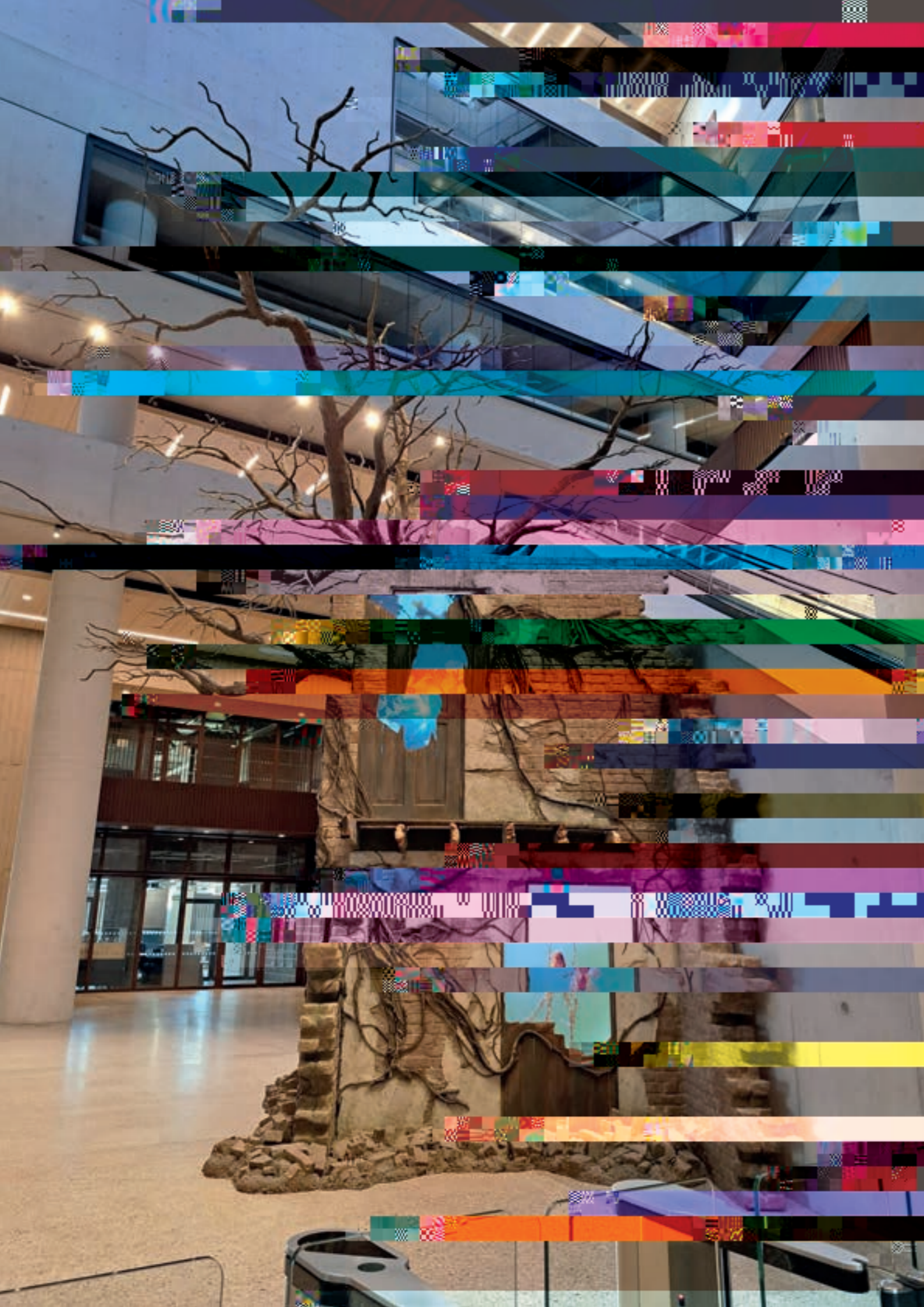
# Alumni benefits

## Your life-long association with us

Our alumni are one of the school's greatest assets, and with a growing membership of international healthcare leaders, you'll be joining a powerful network. Upon programme completion, you will become a member of the UCL GBSH Global Alumni Network, giving you access to:

- The exclusive UCL GBSH Executive Alumni LinkedIn group
- Select UCL GBSH sponsored global events
- Alumni discount on selected UCL GBSH Executive Education programmes
- Updates on faculty research, new programmes, and UCL GBSH initiatives
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Ready to join us  
on the journey?

[ucl.ac.uk/global-business-school-health](https://ucl.ac.uk/global-business-school-health)

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 [the-ucl-global-business-school-for-health](https://www.linkedin.com/company/the-ucl-global-business-school-for-health)

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